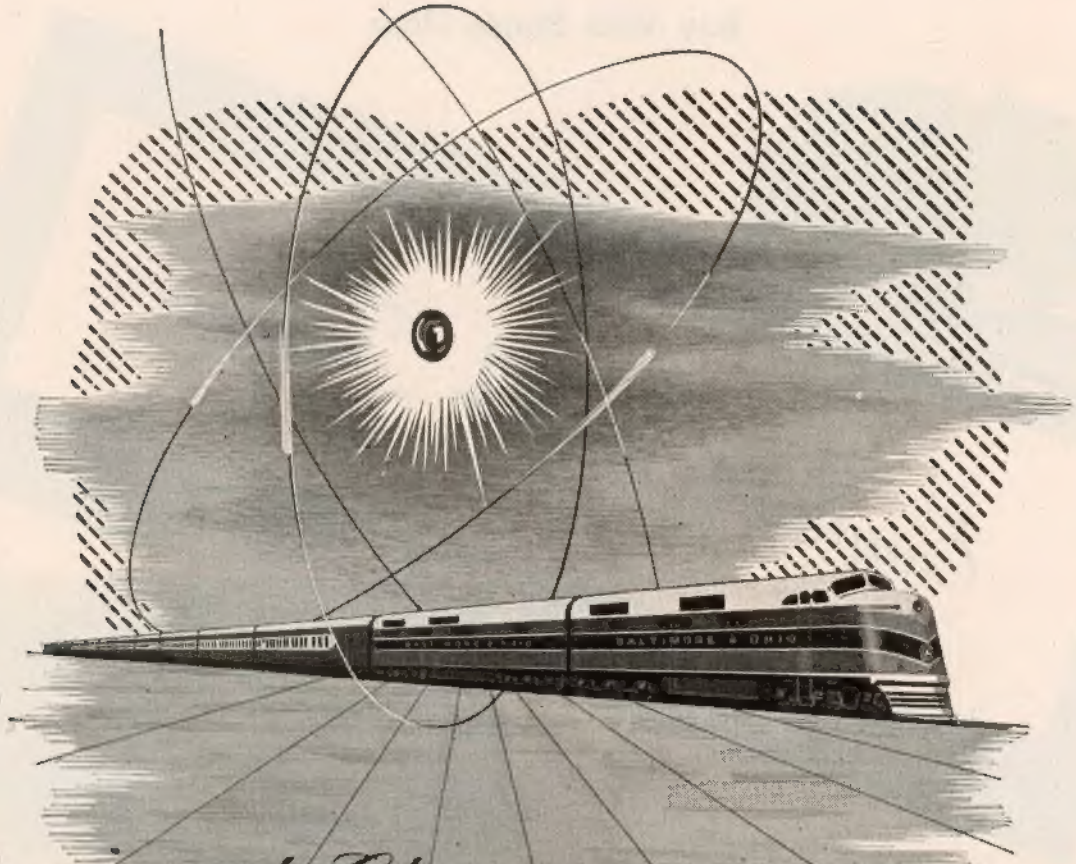
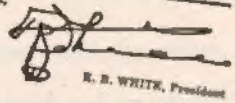


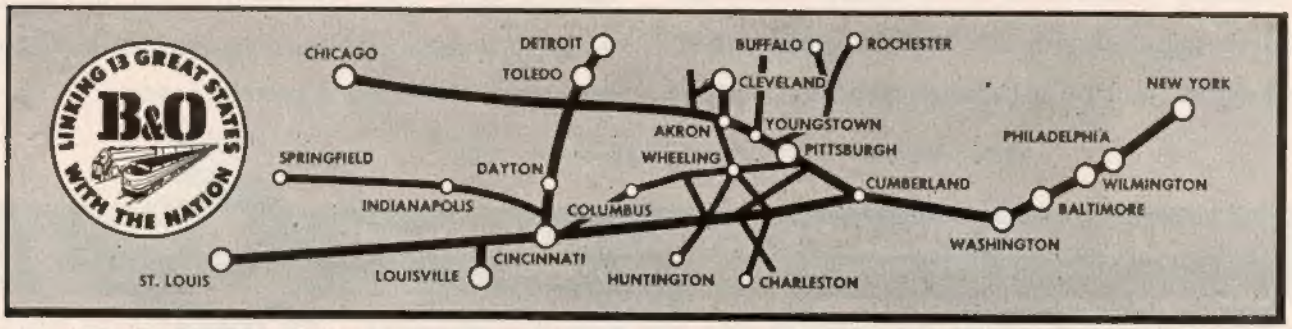
Harnessing the Electron FOR FASTER, SAFER RAIL TRAVEL

Yesterday, electronics was the dream of science. Today, it directs the fire of big naval guns, detects the presence of enemy aircraft, and treats diseases hitherto considered incurable. Tomorrow, the power of the mighty electron may aid in bringing more speed, increased safety to railroad operation. • Even now, some of America's outstanding scientists are exploring the use of electronics in railroading. Studies and experiments for the Baltimore & Ohio, for example, are being made to determine the applications of electronics in radio communications between stations and trains and between train crews—all with an eye to increasing postwar speed and safety. • The "harnessing of the electron" is one of the many projects currently being undertaken by the Baltimore & Ohio so that it may bring to its postwar customers the finest in rail service.

• More than in any time past, America's Railroads must make progress the order of the day. In B&O shops, laboratories . . . all over the B&O system . . . men of vision and experience are developing those things with which rail progress will be made.



E. B. WHITE, President



BALTIMORE & OHIO RAILROAD

One of America's Railroads-All United for Victory

Buy War Bonds and Stamps

Firepower of a Fortress

This is a sight that Axis pilots have learned to dread.

It is one of the reasons the Japs announced that America had introduced a "four-engine *fighter* plane," when a new model of the Boeing Flying Fortress* first went into battle action in the Pacific.

It is why British Air Chief Marshal Sir Philip Joubert recently declared: "It almost looks as though the Fortress type of bomber has defeated the contemporary fighter."

The main job of the Fortress is, of course, high-altitude precision bombing. Its objectives are often deep in enemy territory, hundreds of miles beyond the range of fighter escorts. Fortress crews, therefore, must be equipped to handle the hottest opposition the enemy can send against them.

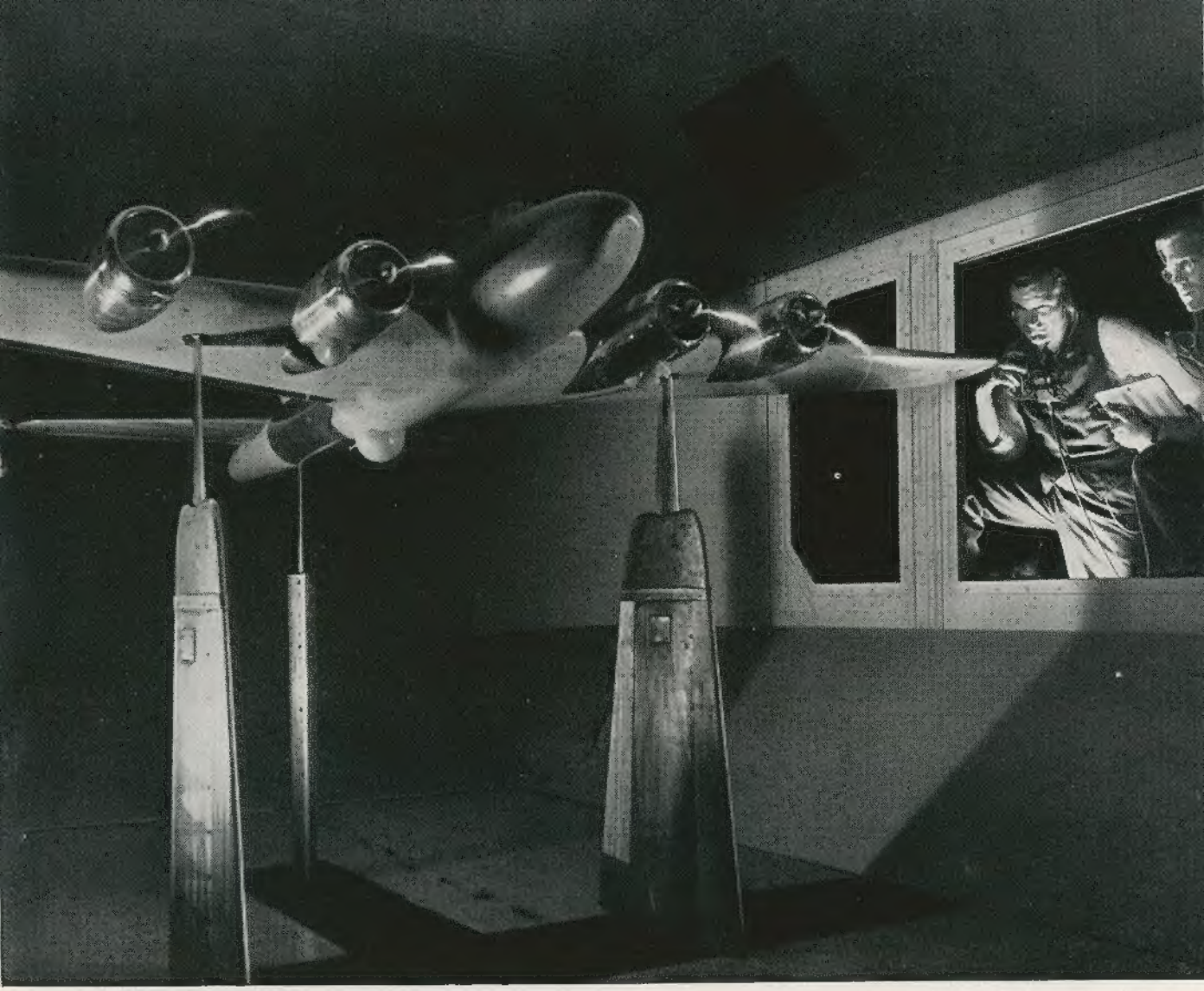
They are! Each Fortress can spit thousands of bullets in any direction, with deadly accuracy up to half a mile. A formation of 18 Fortresses can place a curtain of fire around itself totaling more than 5 *tons* of lead a minute!

That's why the Fortresses are chosen, day after day, for the toughest assignments. Their crews are among the finest in the world. In addition to the almost unbelievable accuracy of their bombing, they have earned for the Fortress the description of "deadliest fighter-plane destroyer of the war."

You will find that Fortress crews have deep respect for Boeing design and engineering, wholehearted confidence in Boeing integrity of manufacture. They have good reason to know that . . . if it's "Built by Boeing" it's bound to be good.

DESIGNERS OF THE FLYING FORTRESS • THE STRATOLINER • PAN AMERICAN CLIPPERS **BOEING**

*THE TERMS "FLYING FORTRESS" AND "STRATOLINER" ARE REGISTERED BOEING TRADE-MARKS



Buy War Bonds — to Have and to Hold

Hurricane in Harness

Poised on knife-edged supports, the ten-foot scale model of a Boeing Flying Fortress rides the screaming gale. Engineers, tense at their control panels, watch and check every reaction of the sturdy airplane. In an hour they can learn more about the flight characteristics of a new wing or a new tail design than would be revealed in months of actual flying.

The Boeing wind tunnel, in the recently dedicated Edmund T. Allen Memorial Aeronautical Laboratories at Seattle, is capable of speeds in the 700-mile-an-hour range, approximating the speed of sound—four or five times faster than a Gulf hurricane or a typhoon.

A gigantic 16-bladed fan, 24 feet in diameter, funnels the air into the "throat" of the test section. Power from a rated 18,000-horsepower synchronous electric motor is transmitted to the fan through the largest magnetic clutch ever built.

But speed is only one of the features that make this huge structure an exceptional contribution to the advancement of aeronautical science.

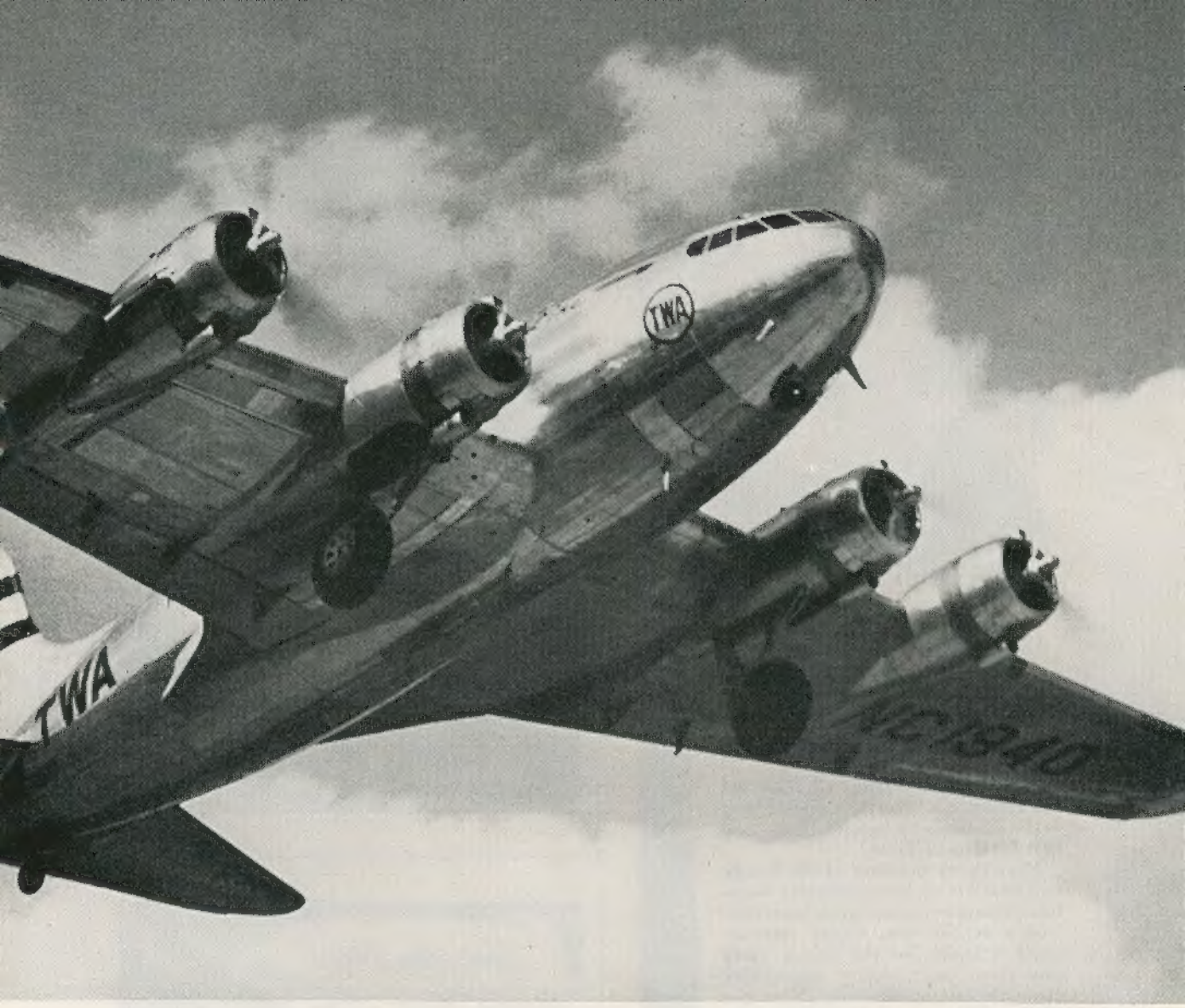
Boeing-designed balances of extraordinary accuracy measure the airplane model's performance. The forces of lift, drag, yaw, pitch and roll at any given air-speed are registered on instruments that record variations from fractional ounces to 10,000 pounds.

The tunnel provides greater accessibility, utility and ease of operation than has ever before been possible. Instantaneous automatic recording of all data in numerical form permits immediate computation and analysis.

• • •

The Boeing wind tunnel is now ready to help speed the day of Victory. When the war is won, it will mean much to increased comfort, speed, safety and economy in air transportation. As in the past, Boeing leadership in design, engineering and manufacturing will set the pace in aeronautical development of peacetime aircraft products.

DESIGNERS OF THE FLYING FORTRESS • THE NEW B-29 SUPERFORTRESS • THE STRATOLINER • TRANSOCEAN CLIPPERS **BOEING**



Finish the Fight with War Bonds

Toward Tomorrow

Here is the plane that gave Americans a *new highway* . . . far up in the heavens . . . the Boeing Stratoliner, introduced in 1940 as the world's first high-altitude transport.

Perhaps in peacetime *you* had the thrill of journeying in one of these huge luxury liners along TWA'S transcontinental route . . . *above* weather, high in the substratosphere, where flight is swifter, smoother, and surface storms are left far below.

Today Stratoliners are wearing khaki in the Army's Air Transport Command, flown by TWA to the far reaches of the earth . . . to Africa and to Iceland . . . to Arabia and Australia . . . over the towering Himalayas, rooftree of the world, from India into China.

Madame Chiang Kai-Shek made her flight to America in a Stratoliner. Ambassadors, technicians, fighting men have hopped the oceans in them by the thousands.

Stratoliners are constantly carrying ammunition, mail, life-giving plasma to battle fronts everywhere . . . bringing back sick and wounded.

With its pressurized cabins and its advanced aerodynamic design, the Stratoliner, a Boeing development of yesterday, is truly a forecast of the *planes of tomorrow* . . . another example of the engineering and manufacturing skill that produced such ships as the Boeing Flying Fortresses and the transocean Clippers.

This skill in many lines . . . structural, metallurgical, heating, hydraulics, acoustics . . . will some day be devoted again to peacetime products. And you may know of any such product: if it's "Built by Boeing" it's bound to be good.

DESIGNERS OF THE FLYING FORTRESS • THE NEW B-29 SUPERFORTRESS • THE STRATOLINER • TRANSOCEAN CLIPPERS **BOEING**

Fountain Head...

● At this and 260 other mines served by C & O, the precious coal flows in a steady stream to provide the basic power-fuel for much of America's vital industry.

It takes more than 5,000 empty cars each day to take care of this fountain head of industrial energy. That the C & O has been able to handle this tremendous flow is due largely to the splendid cooperation we have received . . . fast and full loading at the mines . . . speedy unloading and return of empties by receivers. Thanks . . . and keep it up so we can all "keep 'em rolling."

Chesapeake and Ohio

ERNEST O. TAVENER

"ALL-WEATHER" MAN ON THE RAIL FRONT

● Here's another "North Western" 30-year service man—Freight Brakeman Ernest O. Tavener.

Belying his pleasant exterior, Tavener is tough—tough in the sense that the elements mean nothing to him when there's work to do. Snow may beleaguer a city, bitter cold may nip ears and noses, yet Brakeman Tavener stays on the job. As he says, "My work helps to keep trainloads of war materials on the move, therefore it's important . . . the war must be won."

The war must be won!—that, too, is the motivating thought of Tavener's sons. Lieutenant Gene, with special training in radar, has had over six months service in Iceland. Lieutenant Ernest is a bombardier, now on duty in the South Pacific. Caryl, the youngest, is an aviation cadet, completing his training in Texas.

The Taveners are loyal Americans. But war isn't a glamorous thing to them. They're fighting because their way of living is endangered; because they feel, as do millions of others, that peace can come to this war-torn world only through the united efforts of all. "Braking" trains is one way of helping—fighting on the battle front is another.

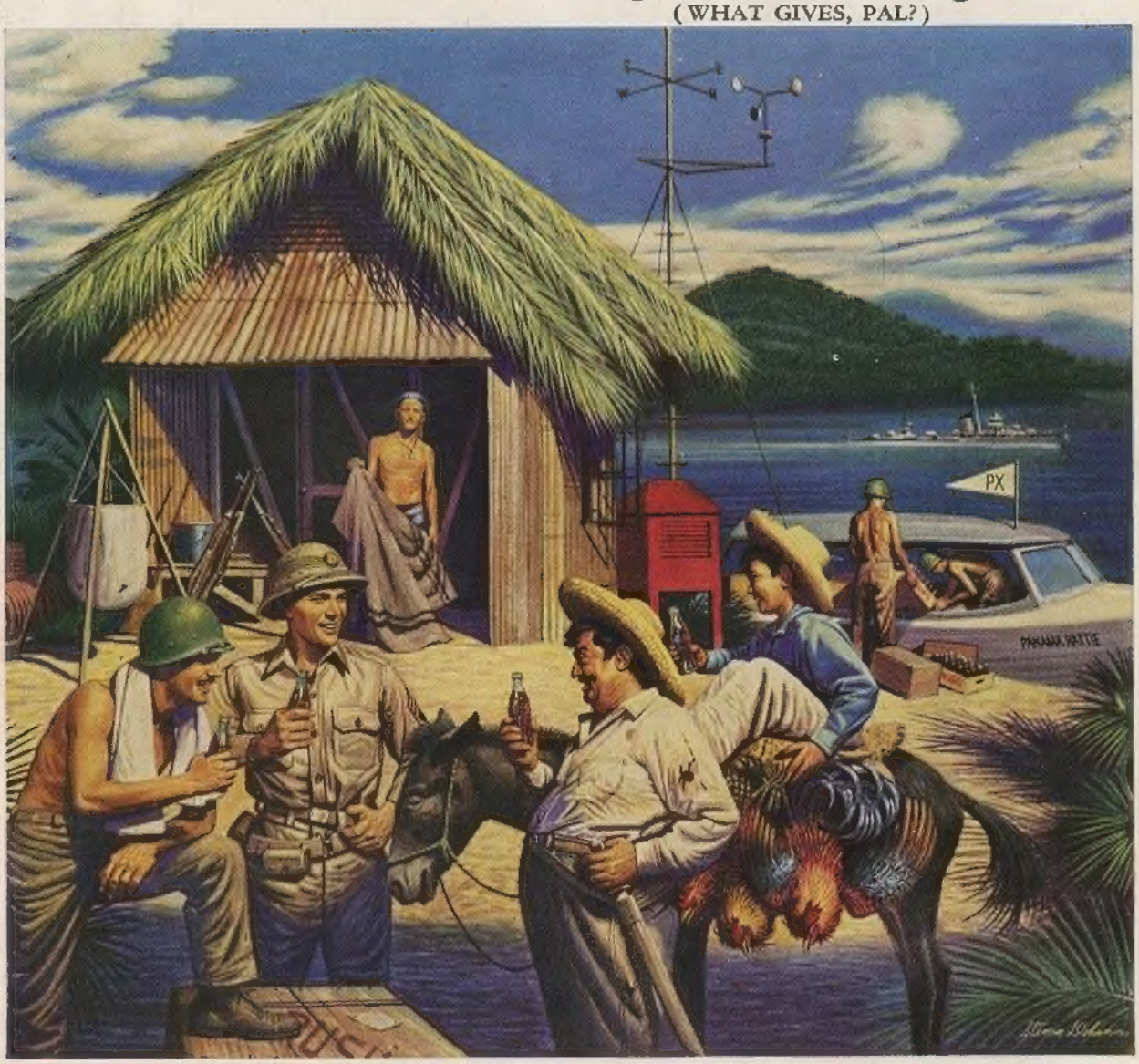
"North Western" gratefully acknowledges the efforts of its thousands of patriotic employes. Like Tavener they have accepted the added responsibility of war—and are coming through gloriously.

SERVING AMERICA IN WAR AND PEACE FOR ALMOST A CENTURY

CHICAGO and NORTH WESTERN LINE

Have a Coca-Cola = ¿Qué Hay, Amigo?

(WHAT GIVES, PAL?)



. . . or making pals in Panama

Down Panama way, American ideas of friendliness and good neighborliness are nothing new. Folks there understand and like our love of sports, our humor and our everyday customs. *Have a "Coke"*, says the American soldier, and the natives know he is saying *We are friends . . .* the same friendly invitation as when you offer Coca-Cola from your own refrigerator at home. Everywhere Coca-Cola stands for *the pause that refreshes,*—has become the high-sign of kindly-minded people the world over.

* * *

In news stories, books and magazines, you read how much our fighting men cherish Coca-Cola whenever they get it. Yes, more than just a delicious and refreshing drink, "Coke" reminds them of happy times at home. Luckily, they find Coca-Cola — bottled on the spot — in over 35 allied and neutral countries 'round the globe.

It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".

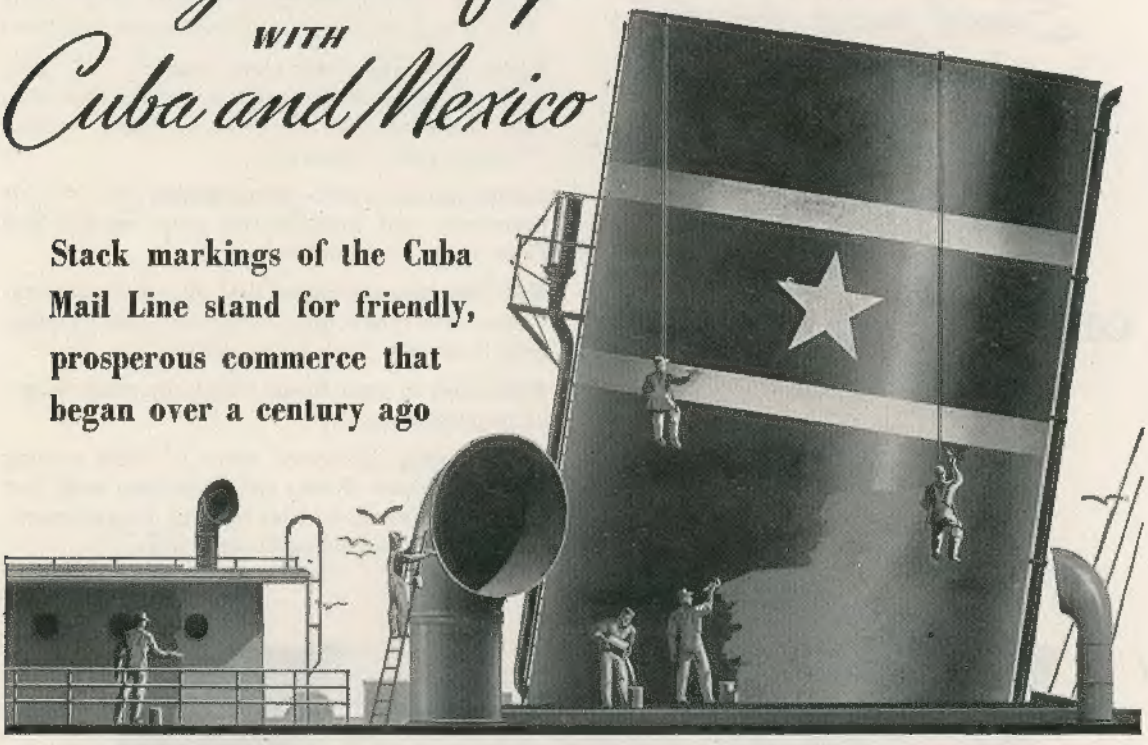
COPYRIGHT 1944, THE COCA-COLA COMPANY

FREIGHT SERVICE
COTTON BELT ROUTE
HERE'S OUR PLANK
FOR THE "SHIPPING" PLATFORM

1945 SERVICE RECORD 1945
WE'LL PUT INTO IT
EVERYTHING WE'VE GOT
COTTON BELT ROUTE

A symbol of peacetime trade WITH *Cuba and Mexico*

Stack markings of the Cuba Mail Line stand for friendly, prosperous commerce that began over a century ago



WITH the coming of peace, resumption of world trade as a whole involves many complications and delays.

Happily, however, our normal maritime export-import relations with our Good Neighbors of Cuba and Mexico can be re-opened quickly the moment conditions permit.

These countries have built up large credit balances in the United States through the sale of strategic materials. Their lands are untouched by war. They are hungry for goods bought from the United States in peacetime—farm machinery, electrical equipment, cars, trucks, and a host of other items.

And they are eager to export to us quantities of tobacco, sugar, tropical fruits, copper, zinc, lead, wax, fibre, vegetables and other products for which sufficient shipping has not been available because of the mighty war effort.

Cuba Mail has served our Cuban neighbors for more than 100 years; our Mexican friends, for over fifty. As soon as Cuba Mail ships return from war duty to their established routes, docks and warehouses will be ready with trained personnel to resume—by sea or by air—the expeditious handling of passengers and freight for which Cuba Mail has so long been famous.

CUBA MAIL LINE

ATLANTIC GULF and WEST INDIES STEAMSHIP LINES

AGWI LINES

Foot of Wall Street, New York 5, N. Y.

Cuba Mail Line ★ Porto Rico Line ★ Clyde-Mallory Lines ★ Southern S. S. Co.

Serving Cuba, Mexico, Puerto Rico, the Dominican Republic, Texas, Florida and the South

Buy MORE War Bonds

MORE POWER ... FOR SOO LINE 4-8-4's

Franklin Type "E" BOOSTERS GIVE INCREASED CAPACITY

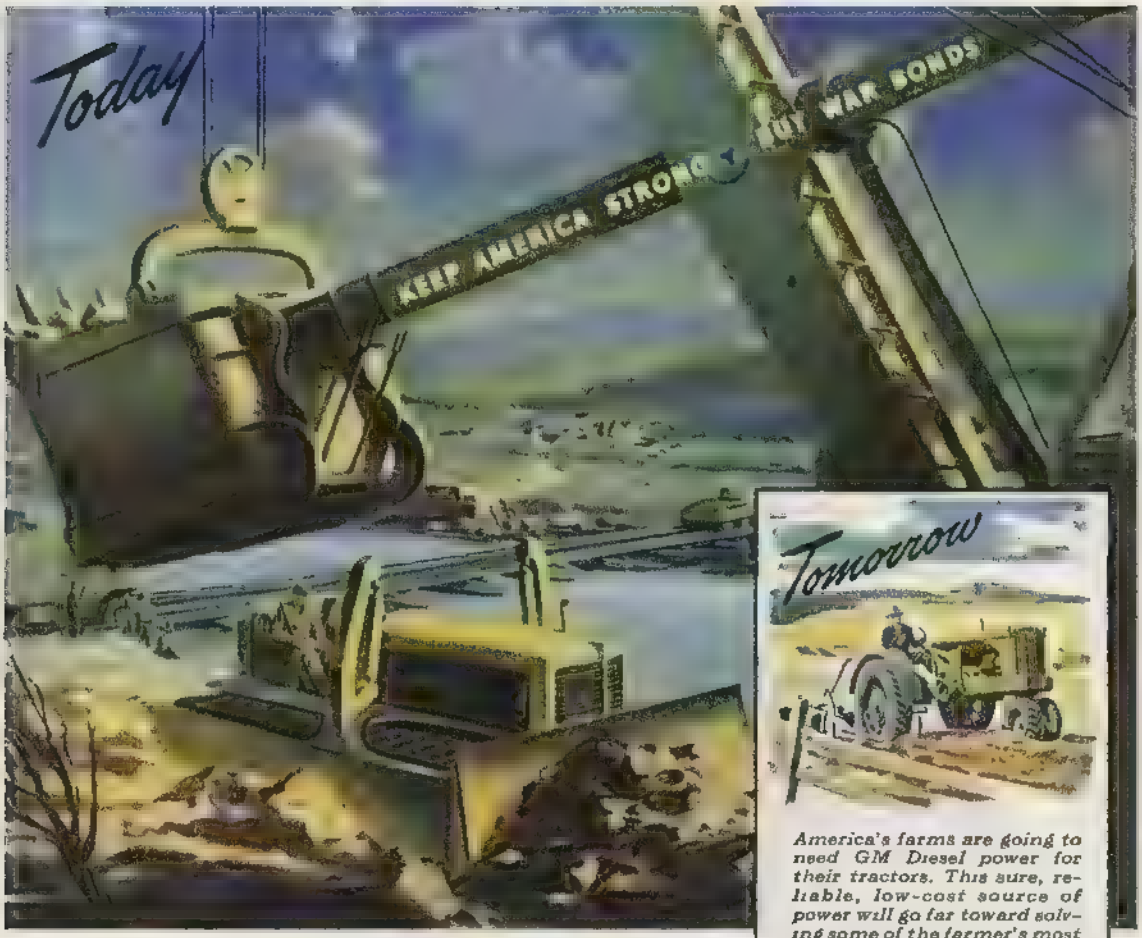
The Soo Line has applied Franklin Type E Boosters to its 5000 Class 4-8-4 locomotives and thereby gained a substantial increase in capacity.

The additional power provided by the Franklin Booster permits the hauling of heavier trains over the severe grade out of Minneapolis.

On the road the Booster aids the locomotive in maintaining its schedule by furnishing extra power to move in and out of sidings, to accelerate quickly to road speed, and for other grades and tight spots.

These advantages can be secured by any railroad through the application of Franklin Type E Boosters to its locomotives.

FRANKLIN RAILWAY SUPPLY COMPANY, INC.
NEW YORK • CHICAGO
In Canada: FRANKLIN RAILWAY SUPPLY COMPANY, LIMITED, MONTREAL



America's farms are going to need GM Diesel power for their tractors. This sure, reliable, low-cost source of power will go far toward solving some of the farmer's most vexing problems. And not the least of these problems is to get more work done, faster and at lower cost in labor and mechanical power. GM Diesels will help.

POWER TO WAGE WAR AND TO SERVE PEACE

FROM the very beginning, GM Diesels have been tested in the crucible of war. They power tanks, heavy gun tractors and bulldozers; submarines and subchasers; invasion boats and lighters. And everywhere, always, these weapons are proving worthy of the fine fighting men who are using them.

That is because GM Diesel operation is based on simple and sound mechanical principles. GM Diesel construction is exceptionally strong and uniformly precise—the way General Motors always builds.

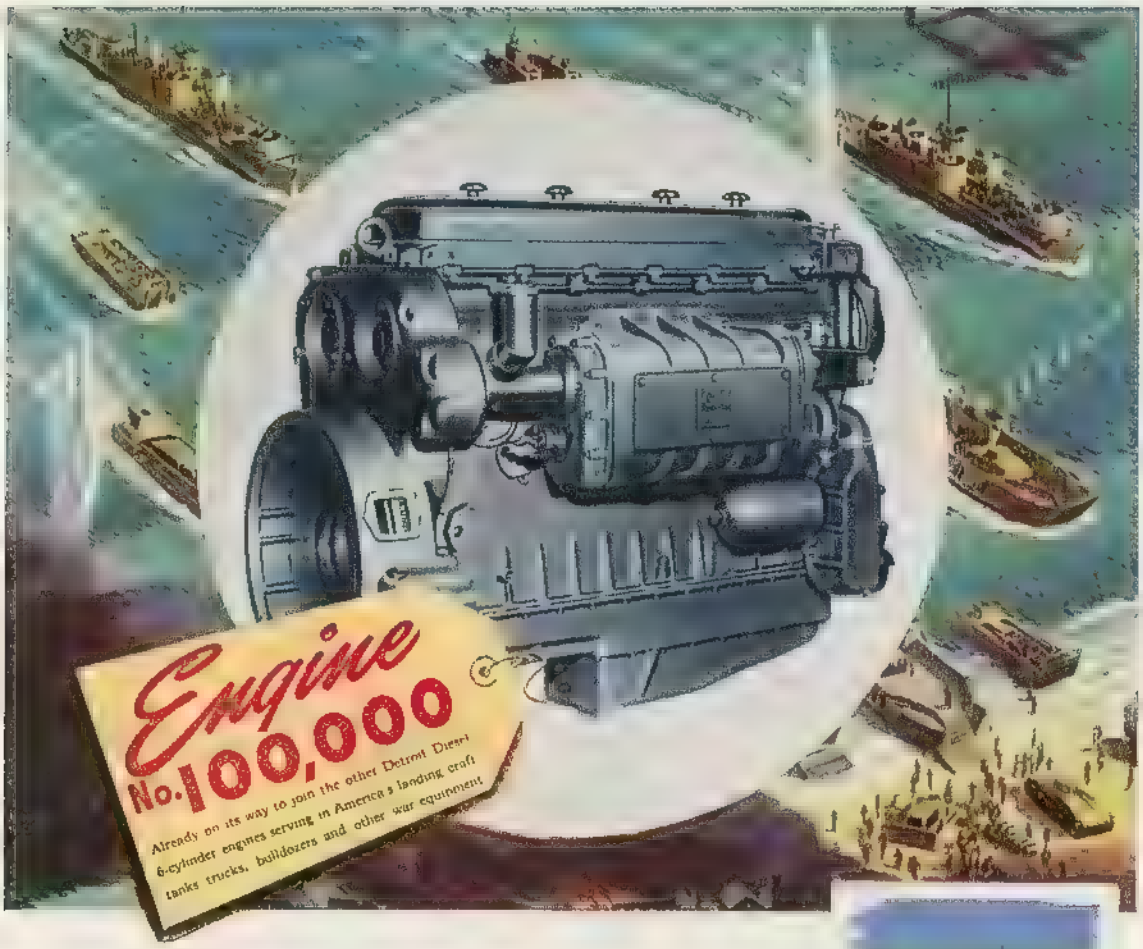
When normal life and living are resumed, GM Diesels will be as ready to step back into private life and resume service in peace as they were to go to war. And you will find them as capable of sure, reliable, low-cost performance on the toughest jobs at home as they are on fighting fronts the world over.

GM
GENERAL MOTORS
DIESEL POWER

ENGINES..15 to 250 H P **DETROIT DIESEL ENGINE DIVISION,** Detroit, Mich

ENGINES...150 to 2000 H.P.....CLEVELAND DIESEL ENGINE DIVISION, Cleveland, Ohio

LOCOMOTIVES.....ELECTRO-MOTIVE DIVISION, La Grange, Ill.


Engine
No. 100,000
Already on its way to join the other Detroit Diesel 6-cylinder engines serving in America's landing craft tanks trucks, bulldozers and other war equipment

10 DIVISIONS OF FIGHTING ENGINES

MONTHS ago the Detroit Diesel Engine Division of General Motors sent engine No. 100,000 off the production line to its war job. Many more have followed since. Measured as men, more than ten divisions of these six-cylinder Diesels are actively in the fight.

They're in landing craft helping to crack Fortress Europe and to cut the Nips' string of islands. They're in tanks, trucks, bulldozers and all kinds of other equipment.

The reasons are, these Diesels are tough and dependable. They're easy to maintain. They burn inexpensive fuel oil.

They have been tried and proved in all sorts of war jobs on every battle front. And they've been found good. With the coming of peace these engines will be available for all the applications where America will need reliable, low-cost power.

KEEP AMERICA STRONG BUY MORE WAR BONDS

GM
GENERAL MOTORS
DIESEL POWER

ENGINES *15 to 250 H P* ***DETROIT DIESEL ENGINE DIVISION,*** *Detroit 23, Mich*

ENGINES *. . 150 to 2000 H. P. . CLEVELAND DIESEL ENGINE DIVISION, Cleveland 11, Ohio*

LOCOMOTIVES *. . . ELECTRO-MOTIVE DIVISION, La Grange, Ill.*

A NEW DAY DAWNS IN RAILROADING

War traffic has more than doubled the volume of freight hauled by the Western Pacific Railroad from Salt Lake City to San Francisco. Wherever the going is toughest on this rugged route, General Motors Diesel freight locomotives have kept this vast stream of vital munitions moving steadily.

A crack "Express Train" of 1865 as pictured by Currier & Ives. Four years later an important new era began when the first railroad linked the Atlantic and Pacific.

Throughout history, wars have set up new milestones of transportation progress. And with this war, it is the General Motors Diesel Locomotive that is ushering in the new era. What advances the future will bring are already apparent in the present performance of these locomotives and the way they are helping to meet the abnormal demands upon the railroads today.

War building is being rushed ahead with reliable General Motors Diesel power. In the days to come this dependable, economical power will be ready to do the hard jobs of peace.

KEEP AMERICA STRONG • BUY MORE BONDS

GM GENERAL MOTORS DIESEL POWER

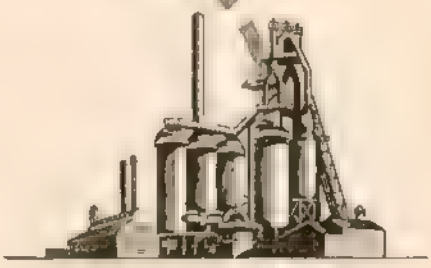
LOCOMOTIVES.....ELECTRO-MOTIVE DIVISION, La Grange, Ill.

ENGINES..150 to 2000 H P...CLEVELAND DIESEL ENGINE DIVISION, Cleveland, Ohio

ENGINES.....15 to 250 H.P.....DETROIT DIESEL ENGINE DIVISION, Detroit, Mich.

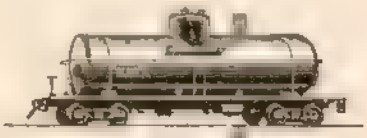
The Travels of a Ton of Ore

Iron ore is loaded into cars built by General American, scientifically designed to do the job fast and at low cost.



From the ore, finished steel is made in a plant using General American Plate and Welded equipment.

The steel becomes part of the light, sturdy, economical Aerocoach busses built by General American.



One by-product of steel-making is benzol—chemical of a thousand industrial and home uses, carried in General American tank cars to....

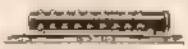
...a General American tank storage terminal, where it is given fast, safe handling.

GENERAL AMERICAN TRANSPORTATION CORPORATION

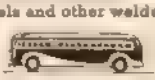
Chicago

Builders and operators of specialized railroad freight cars

Bulk liquid storage terminals



Pressure vessels and other welded equipment



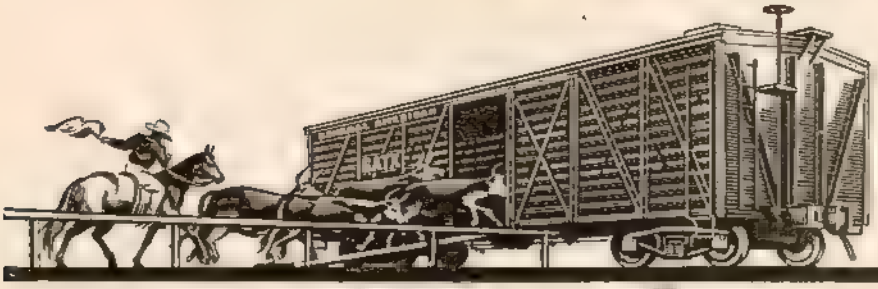
Aerocoach motor coaches

Process equipment of all kinds

Precooling service for fruits and vegetables

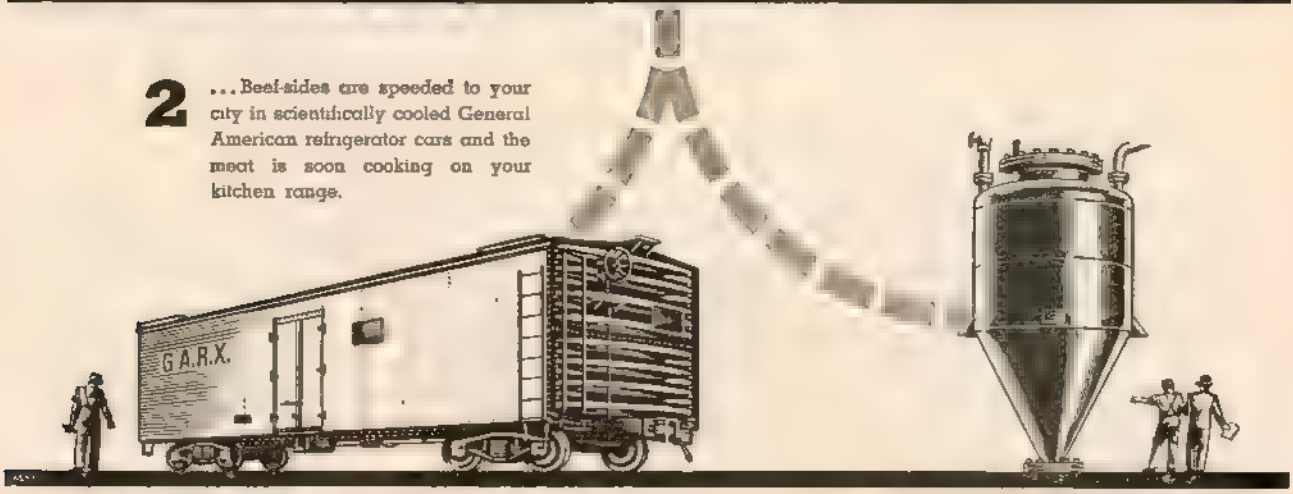
One of a series of advertisements designed to show General American's contribution to everyday living and our part in the efficiency of American Industry during war and peace.

From the Bar-X Ranch to a Kitchen Range



1 A General American stock car carries cattle to the stock yards.

2 ...Beef-sides are speeded to your city in scientifically cooled General American refrigerator cars and the meat is soon cooking on your kitchen range.



3 Packing plants, using rendering tanks made by General American Plate & Welding Division, also produce edible oils...

4 ...which are shipped in General American tank cars to General American Terminals for safe, protective storage and fast handling.

GATX GENERAL AMERICAN

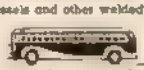
GENERAL AMERICAN TRANSPORTATION CORPORATION

Chicago

Builders and operators of specialized railroad freight cars

Bulk liquid storage terminals

Pressure vessels and other welded equipment



Aerocoach motor coaches

Process equipment of all kinds

Precooling service for fruits and vegetables

One of a series of advertisements designed to show General American's contribution to everyday living and our part in the efficiency of American Industry during war and peace.

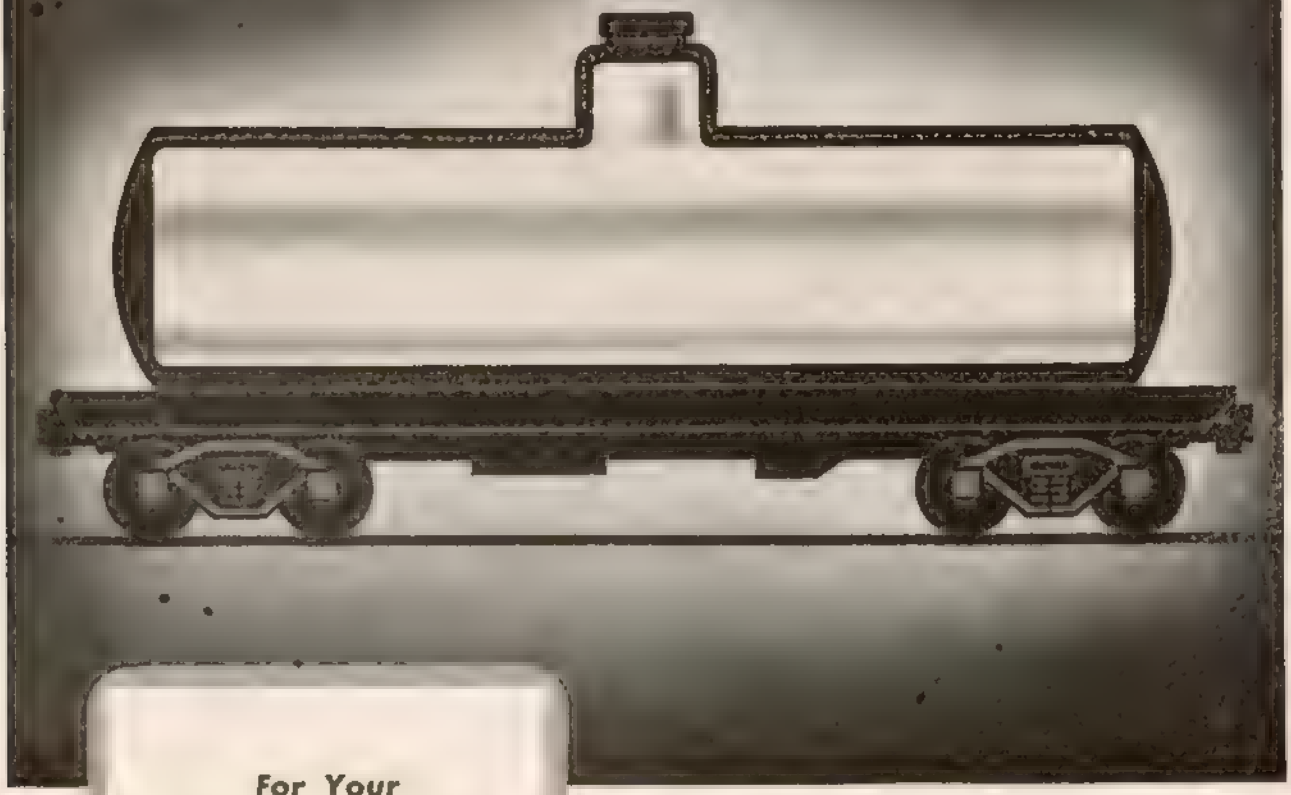
SCIENCE tells us the earth itself is a pressure vessel . . . we don't make them *that* big, but we *will* build any size that can be transported by rail. On all quarters of the earth, industry has our pressure vessels at work — proving the meaning of the GATX triangle — the symbol of quality above maximum operating requirements. In this and many other fields, GATX know-how effects production economies for *you*.

GENERAL AMERICAN TRANSPORTATION CORPORATION

Plate & Welding Division — Sharon, Pennsylvania

"Specialists in plate fabrication—manufacturers of pressure vessels of steel, alloys and aluminum—all classes of welding— process equipment of all types—chemical engineering laboratories and service—completely equipped field erection department."

The Car With The "Silver Lining"



For Your Postwar Products

General American engineers are ready now to consult with you—to plan new tank cars with every feature needed to transport your products safely. Call or write our general offices—135 South LaSalle St., Chicago 90, Ill.

GATX GENERAL AMERICAN

FOR hard-to-handle commodities, General American has built tank cars with special protective linings of nickel, stainless steel, rubber and lead.

Now here's a car with a "silver lining." It's a General American tank car of the future. The "silver lining" represents all the new specialized coatings you may need to carry your postwar products—and that General American will provide. You will have, then as now, definite advantages through use of General American cars for *safe, sure,* low-cost transportation.

GENERAL AMERICAN TRANSPORTATION CORPORATION

Builders and Operators of Specialized Railroad Freight Cars ★ Bulk Liquid Storage Terminals ★ Pressure Vessels and other Welded Equipment ★ Aerocoach Motor Coaches ★ Process Equipment of all kinds ★ Fruit and Vegetable Precooling Service

Exactly filling your prescription

A NEW INDUSTRIAL CHEMICAL may be part of your present planning. It may never have been carried in bulk before, may present serious transportation problems.

Yet—General American engineers will design the exact type of tank car needed to carry your chemical—at the right temperature, right pressure, and with its purity protected. Our ability to build for hard-to-handle products has been proven—with chlorine, sulphuric acid, helium gas, dozens of others.

Planning Now with Tomorrow's Leaders

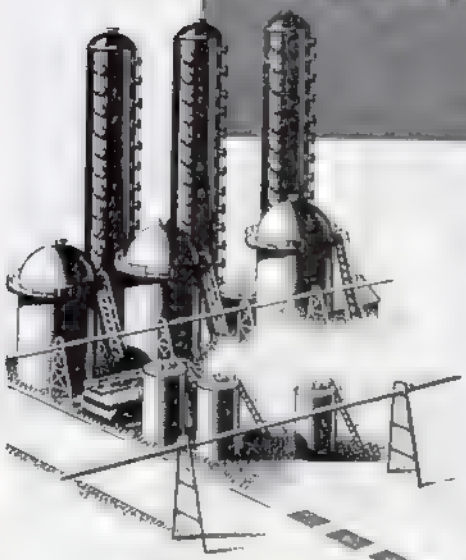
Even though your new product or problem commodity is still in the laboratory stage, General American engineers are ready to work with you now. Keeping pace with your progress, we will plan the new tank car with every feature needed for safe, economical transportation.

Call or write our general offices—135 South LaSalle St., Chicago 90, Ill.

GENERAL AMERICAN TRANSPORTATION CORPORATION

Builders and Operators of Specialized Railroad Freight Cars ★ Bulk Liquid Storage Terminals ★ Pressure Vessels and other Welded Equipment ★ Aerocoach Motor Coaches ★ Process Equipment of all kinds ★ Fruit and Vegetable Precooling Service

The Route of a Gallon of Gasoline

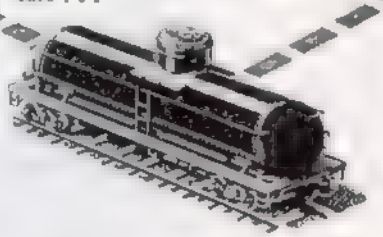


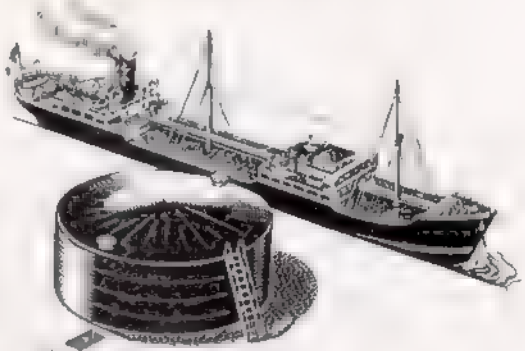
1

Made in a modern plant using General American pressure vessels . . .

2

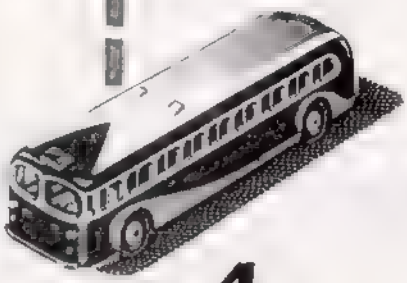
Gasoline is speeded in General American specialized tank cars . . .





3

. . . to a General American Terminal for fast shipment overseas . .



4

. . . or used by a General American Aerocoach—light, strong, economical on gasoline.

GATX GENERAL AMERICAN

GENERAL AMERICAN TRANSPORTATION CORPORATION

Chicago

Builders and operators of specialized railroad freight cars

Bulk liquid storage terminals

Pressure vessels and other welded equipment

Aerocoach motor coaches

Process equipment of all kinds

Precooling service for fruits and vegetables

One of a series of advertisements designed to show General American's contribution to everyday living and our part in the efficiency of American Industry during war and peace.

Out of a test tube into here....

For Your Postwar Products

General American engineers are ready now to consult with you—to plan new tank cars with every feature needed to transport your products safely. Call or write our general offices—135 South LaSalle St., Chicago 90, Ill.

WE hear a lot about miracle products that will come from industrial laboratories.

One of them may be yours—presenting new problems in safe transportation—requiring cars with new linings or coatings unused today.

General American will meet the challenge—just as we provide cars with special features to carry helium gas, muriatic acid, butane and other hard-to-handle commodities.

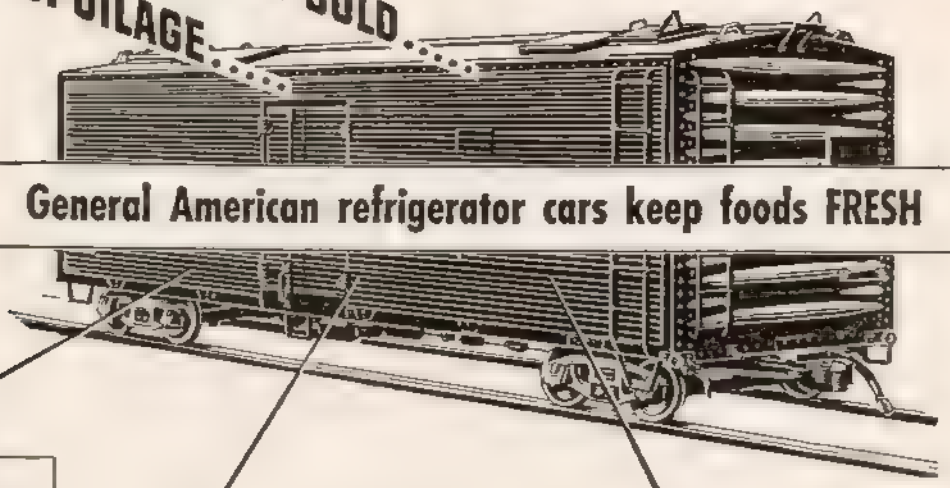
GENERAL AMERICAN TRANSPORTATION CORPORATION

Builders and Operators of Specialized Railroad Freight Cars ★ Bulk Liquid Storage Terminals ★ Pressure Vessels and other Welded Equipment ★ Aerocoach Motor Coaches ★ Process Equipment of all kinds ★ Fruit and Vegetable Precooling Service

THESE WALLS STAND FIRM—

AGAINST HEAT OR COLD

AGAINST FOOD SPOILAGE



General American refrigerator cars keep foods FRESH

SCIENTIFICALLY TESTED INSULATION
throughout the car—walls, floor, and roof—gives protection en route

GENERAL AMERICAN CONSTRUCTION
extends protection for your shipments

SKILLED CAR MAINTENANCE
means greater refrigeration efficiency

General American Cars Help Food Fight For Freedom

GATX GENERAL AMERICAN

UNION REFRIGERATOR TRANSIT LINES

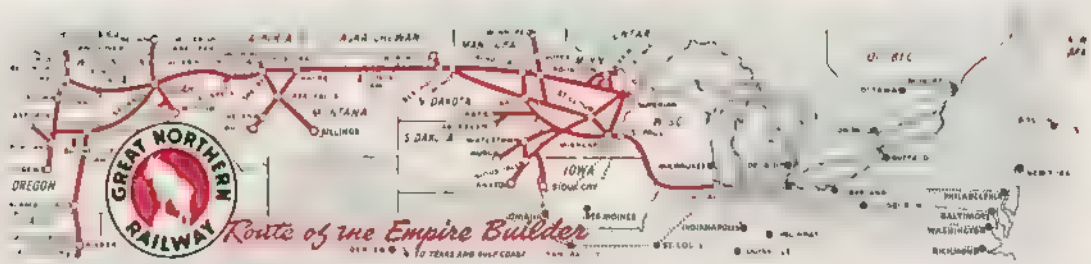
A DIVISION OF

GENERAL AMERICAN TRANSPORTATION CORPORATION

Builders and operators of specialized railroad freight cars ★ Bulk liquid storage terminals ★ Pressure vessels and other welded equipment ★ Aerocoach motor coaches ★ Process equipment of all kinds ★ Fruit and vegetable precooling service

GREAT NORTHERN RAILWAY

BETWEEN GREAT LAKES AND PACIFIC



LOGGING INDUSTRY AND FOREST SERVICES SAFEGUARD FUTURE LUMBER

Great Northern Territory Contains Half the Nation's Standing Timber

Heavy wartime cutting of forests might ordinarily endanger America's future lumber supply.

But, in the densely wooded sections of the Pacific Northwest, the logging industry is following a long range program to perpetuate its resources of choice fir, pine, cedar, spruce and hemlock. Careful planning guides every step in forest management—from the time seeds are planted to the loading of finished lumber and timber products on Great Northern cars.

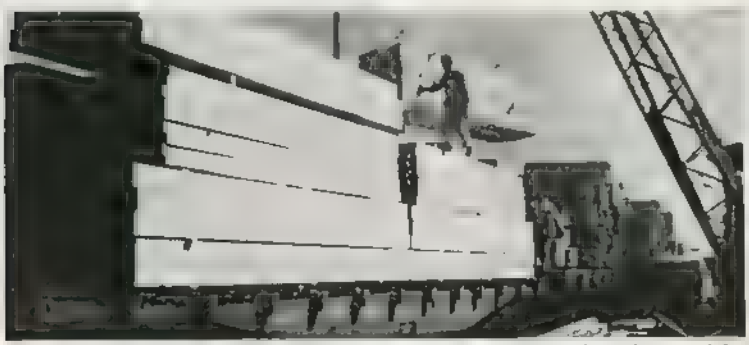
This program of intelligent conservation has the cooperation of state, regional and federal forest services. It is based on scientific reseeding, replanting and selective cutting. It includes protection against forest fires, insects and diseases.

Since half the nation's remaining timber stands in four of the states served by Great Northern Railway —Washington, Oregon, Idaho and Montana —this program is of tremendous importance. Its success will help safeguard the nation's lumber supply for postwar construction and rehabilitation.

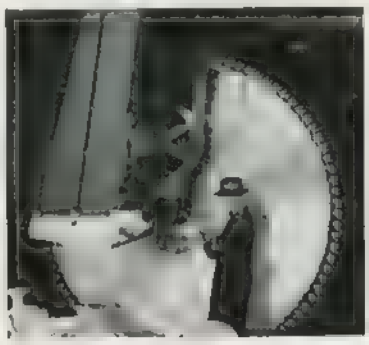
Tree nurseries play a vital part in Pacific Northwest reforestation

High pressure sprays clean off dirt and foreign matter as saw logs enter mill. This keeps saws sharp longer and improves quality of by-products.

To prevent forest depletion, "ripe" trees are selected for cutting.



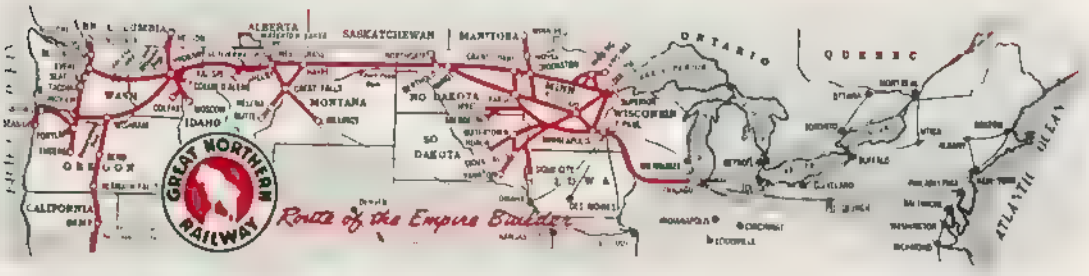
The dependable handling of lumber and other timber products is one of the many things that make Great Northern great.



Giant circular saws crosscut the logs into lengths desired.

GREAT NORTHERN RAILWAY

BETWEEN GREAT LAKES AND PACIFIC



One of the steps in cheese making. Fine cheeses come from the milk of fine cows in Great Northern territory.

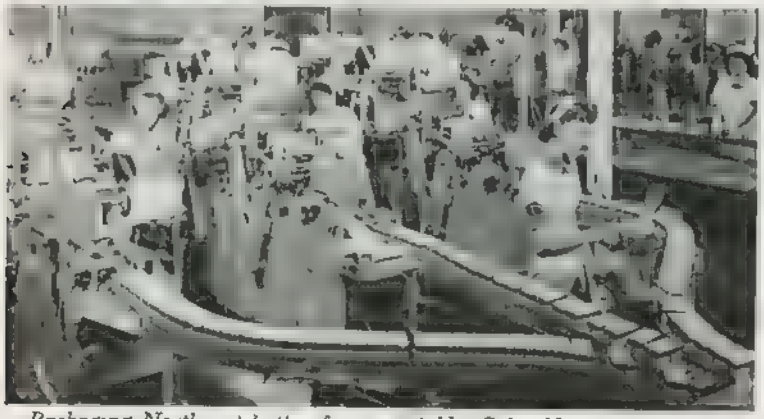
DAIRY INDUSTRY IN G. N. TERRITORY SETS PRODUCTION PACE FOR NATION

Foresight of Railway's Builders Helps Feed America Today

As the tracks of the Great Northern Railway were pushed westward from Lake Superior to the Pacific Ocean, the system's management planned for settlement and development of the Northwest empire and sensed quickly the necessity for broadening the agricultural base of the region. They knew settlers could not prosper on wheat ranching alone, so they encouraged diversification. From that encouragement grew today's great Northwest dairy industry.

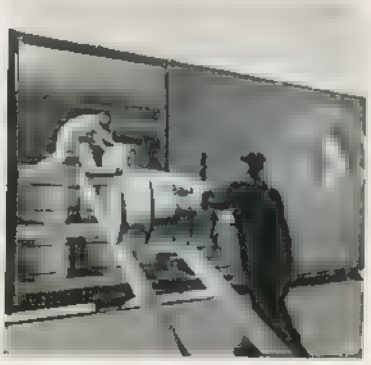
In recent years Great Northern has encouraged development of industries utilizing milk. Throughout its territory are hundreds of plants devoted to production of top quality butter, condensed and powdered milk, and a variety of cheeses.

Such territorial service is one of the many things which make Great Northern great. And it explains why Great Northern transports, dependably, a large volume of the Northwest's dairy products.



Packaging Northwest butter for your table. Scientific, sanitary methods protect high quality standards.

One of the many high-producing dairy herds which thrive on the Northwest's rich grazing lands.



Dried milk is shipped in G. N. cars. Dependable transportation by rail is vital to the dairy industry.

Lackawanna Railroad

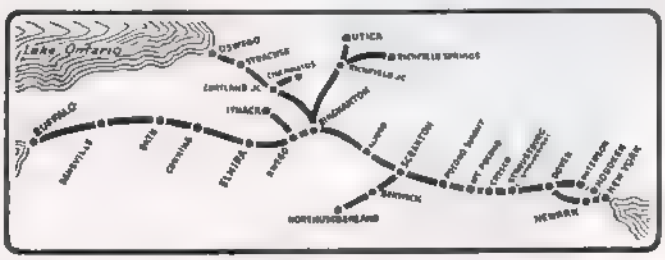
Rendering War-Time Perfect Shipping on Many Home Fronts . . .

● Weapons of war—coal, shoes, food, guns, ammunition, machines, oil and other necessary goods—are getting "all out" perfect shipping attention on the Lackawanna—one of America's Railroads United for Victory.

The Lackawanna today shares the double-burden of all railroads in moving civilian essentials besides the tremendous extra load of war-goods.

Yet, with all sorts of handicaps and limitations, Lackawanna personnel and equipment is giving all it has to the war effort without letting down or overlooking normal practices of perfect shipping and careful handling of freight.

Lackawanna endorses the 1944 PERFECT SHIPPING MONTH CAMPAIGN and pledges to continue the principles not only during the month of April but every month for Victory.



Tracks cleared for war on the route of Phoebe Snow.

LACKAWANNA

Plastic Bubble

It's the MARTIN Aircraft Gun Turret!

—one of the most destructive weapons of the war

BROOMSTICK: Thrust a broomstick from the window of a car doing 60 miles an hour and you'll have some idea of what aerial gunners were up against before the advent of power-operated gun turrets. With a wind of from two to three hundred miles an hour pushing against their gun barrels, accuracy was almost impossible.

FIRST: Realizing that lack of accurate defensive fire made our bombers vulnerable, Martin engineers, in 1937, developed America's first power-operated gun turret, a hydraulic powered model for the Navy's PBM-1 patrol bomber. Accurate, responsive to the slightest touch, it mounted machine guns. It's doing a job for the Navy!

MUST: Then in 1940 General Arnold, Chief of the Army Air Forces, proclaimed powered turrets a "must" for Army bombers. Again Martin was first to respond, introducing a completely new electric powered turret. Mounting two .50 machine guns, it is one of the war's most lethal weapons. With it, Army bombers pack a potent punch!

3500: Blasting the Axis on every front, Martin electric turrets are mounted on Martin Marauders, Liberators, Martin Baltimores, A-20 Havocs, a series of Flying Fortresses, Vega Venturas. Allied gunners in Martin electric turrets have shot down an estimated 3500 enemy aircraft and are adding to the score every day!

MIGHTY: On bows and decks of Martin Mariners, PB2Y4 Coronados, PBM-1's and PB2Y3's, the Martin hydraulic turret is in action the world over. German subs have felt its blast, Jap ships set afire or sunk, enemy installations raked, Axis aircraft destroyed. This accurate hydraulic gun turret is one of America's mightiest weapons!

TODAY: The same engineering skill that produced these great gun turrets, also gave America the world's largest flying boat . . . the 72-ton Martin Mars. Now in regular trans-Pacific service with the Navy, this giant transport will soon be joined by 20 even larger sisterships. She's the plane of tomorrow, flying today!

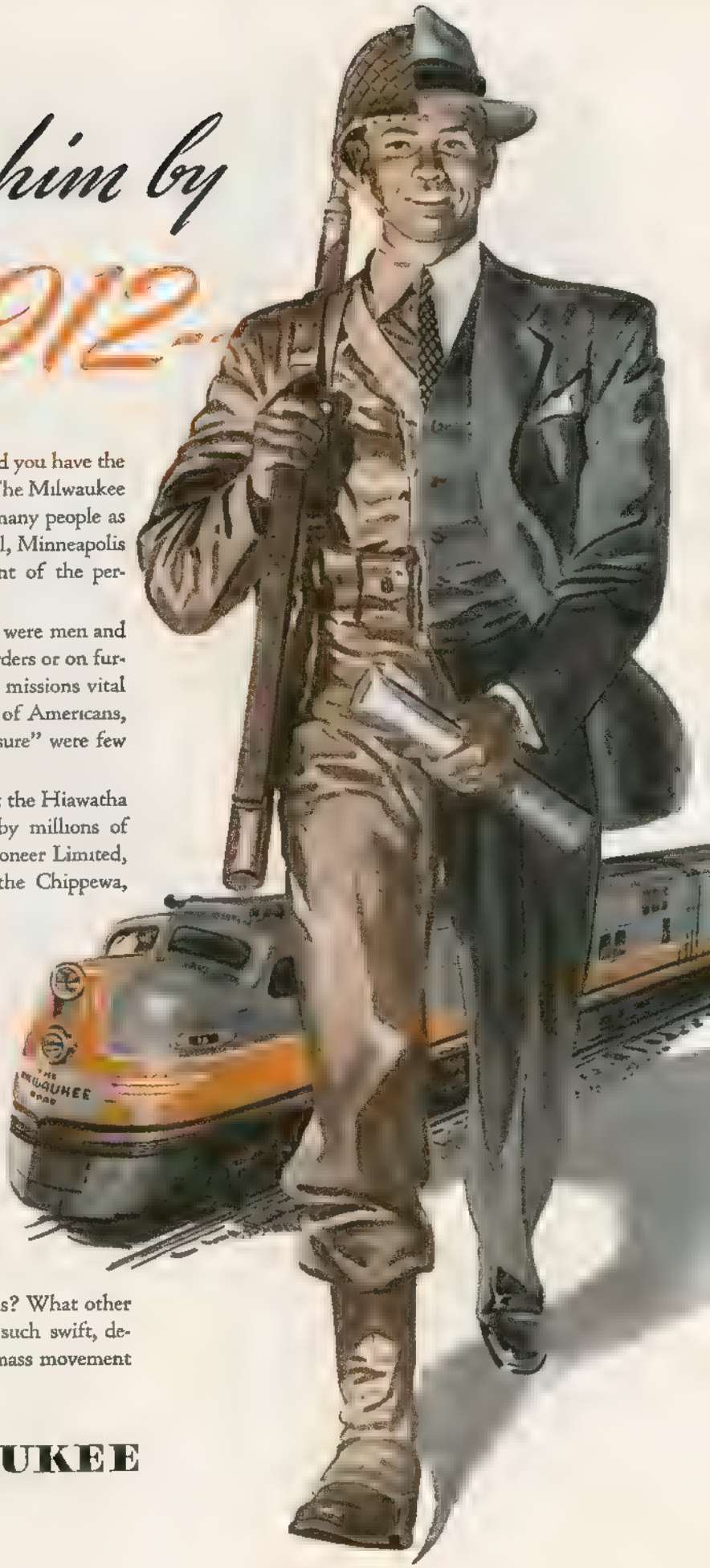
Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MD. THE GLENN L. MARTIN-NEBRASKA CO.—OMAHA

Multiply him by

1,458,912...



MULTIPLY him by 1,458,912 and you have the number of passengers who rode The Milwaukee Road's Hiawathas during 1943—as many people as the population of Milwaukee, St. Paul, Minneapolis and Tacoma combined—the equivalent of the personnel in 97 infantry divisions!

Many of those Hiawatha passengers were men and women in uniform—traveling under orders or on furlough. Many others were civilians on missions vital to war production. And to the credit of Americans, let it be said that trips "just for pleasure" were few and far between.

The nearly a million and a half that the Hiawatha fleet carried last year were swelled by millions of others who rode the Olympian, the Pioneer Limited, the Arrow, the Southwest Limited, the Chippewa, the Marquette, the Sioux and other Milwaukee Road trains.

In addition, hundreds of thousands of men in the armed forces were transported to camps, maneuvers and embarkation ports on special trains via The Milwaukee Road and its connections. Altogether, America's railroads carried over four times as many passengers during 1943 as they did in recent pre-war years.

What form of transportation, other than the railroads, could keep the nation's passenger traffic moving so smoothly under existing war conditions? What other form of transportation could provide such swift, dependable, economical service for the mass movement of a nation of 133,000,000 people?

THE MILWAUKEE ROAD

SERVING THE SERVICES AND YOU

"...a trout stream in the front yard—mountains at the back door..."

WHO'S talking? Just a boy and a girl planning their future, the inherent privilege of all Americans.

In this country you've always traveled where you wished, settled where you pleased and tried your hand at whatever you chose.

That's the American way of life—the way the Founding Fathers meant it to be. It's *free enterprise!*

Take the case of Solomon Juneau, Byron Kilbourn, Alexander Mitchell and their associates—pioneer Americans with an *enterprising idea.* They envisioned a railroad extending westward from Milwaukee to the Mississippi River. In the face of skepticism and hardships, they planned, persevered, prevailed!

Built nearly a hundred years ago, this railroad became The Milwaukee Road, eventually opening new territory clear to the Pacific Coast.

Sturdy pioneers—eastern tenant farmers, and immigrants, too—staked out farms and became land owners. Clerks left secure employment to open crossroads stores and become independent merchants. Blacksmith shops grew to great industries, and territories achieved statehood.

That's how the American system worked yesterday—and will work tomorrow. Men with ideas build railroads, or automobiles, or radios, or tractors. They tap new resources, found new marts—and constantly open new opportunities for others.

It has proved a good system for most of us. Let's not tamper with it—except as we must, temporarily, in achieving Victory—*lest we win the war and lose our liberty.*

THE MILWAUKEE ROAD

11,000-MILE SUPPLY LINE
FOR WAR AND HOME FRONTS

In the world of tomorrow — after this war is won — vast new horizons will open for world commerce Far away places that are war names now, give promise of becoming thriving commercial centers. The goods of America and of other nations will find new world wide markets and new uses. Trade will be carried on in many tongues. New friendships and new understanding . . . today and tomorrow . . . will lay the foundations for postwar commerce such as the world has never known

America's expanded Merchant Marine, her wealth of resources, and her productive genius and capacity will put this nation in the strategic center of accelerated trade. Huge quantities of America's goods that will stream to world markets and the goods of other nations that will come to American markets . . . will move through the great port of Norfolk, Va. — served by the Norfolk and Western Railway.

Traversing one of the most productive manufacturing, mining and agricultural regions of America, the lines of the Norfolk and Western provide a direct route between the Midwest and the Virginias and Carolinas, to and from the year-round, ice-free port of Norfolk

Today, the Norfolk and Western's extensive ocean terminals are handling cargoes of war . . . helping to speed the day of Victory. Tomorrow, when the war is won, the railroad's tidewater terminals at Norfolk will handle cargoes of the world . . . cargoes of peace and progress.

Tomorrow, as they are now, the Norfolk and Western's staff of foreign freight experts — men with years of training and experience — will be on hand to render every possible assistance to your export and import shipping problems.

BUY MORE WAR BONDS!

Norfolk and Western RAILWAY

PRECISION TRANSPORTATION

Take a Lesson from *this fellow!*

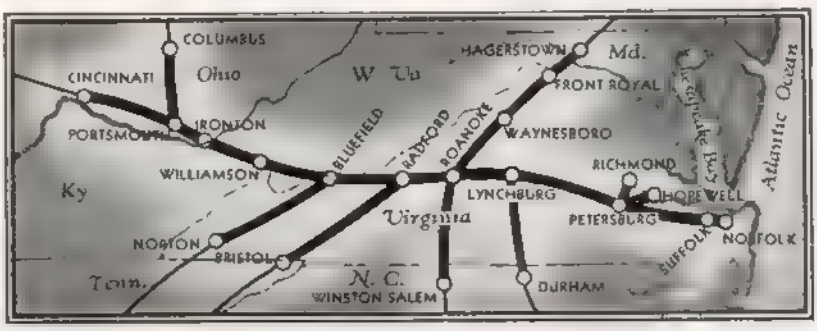
With amazing, almost human intelligence, the beaver locates and builds only where he finds an abundance of the things he must have for survival — where conditions are most favorable for construction of his lodge and dam. To this "engineer" of the animal world, careful choice of location is the prime requisite.

Today, industry's first job . . . the job of all America . . . is to help win this war. The second job, equally important, is to plan carefully now, so that the nation's progress and economic stability will be assured.

Alert executives are planning now for the changes and responsibilities that will come with Victory. Their engineers are thinking in terms of reconversion, expansion, new factories. In postwar planning, thorough investigation and careful consideration of new plant sites are of the utmost importance.

Norfolk and Western territory has the elements essential to postwar industrial progress. This area — between the Midwest, the Virginias and Carolinas and between the North and the South — offers a variety and an abundance of raw materials, including all-purpose bituminous coal; a satisfactory climate, good, native labor; a year-round, ice-free seaport at Norfolk, Va., and proximity to great producing and consuming markets. Precision Transportation of the Norfolk and Western Railway completes the picture.

The staff of the Norfolk and Western's Industrial and Agricultural Department at Roanoke, Va., knows this territory. It is equipped to aid you in postwar plant location. Write for specific information about the territory's resources and advantages. Your inquiry will be held in the strictest confidence.



NORFOLK and WESTERN *Railway*

ONE OF AMERICA'S RAILROADS . . . *All* UNITED FOR VICTORY!

BUY MORE WAR BONDS

Plenty of Room to Grow

Room to grow is a vital consideration in your planning for industrial development in the era of peace that lies ahead.

Norfolk and Western territory offers the strong advantage of plenty of room to grow in the vast, strategically located region that extends from the Midwest to the year-round, ice-free Port of Norfolk, Va., and midway between the North and South — plus these other essentials to sound, industrial progress:

An abundance of raw materials — huge reserves of all-purpose bituminous coal, limestone and numerous other minerals. Extensive forests and many rivers. Quick access to the nation's markets over the fast, efficient rail system of the Norfolk and Western. Intelligent native labor. A friendly tax policy. Ample power. Excellent living conditions in a climate without extremes.

In short, here is a territory that has what it takes for most types of industry — plastics, textiles, heavy chemistry, woodworking and agricultural by-products, just to name a few. If you are planning to establish a new industry, relocate, or expand, then by all means, investigate the advantages of Norfolk and Western territory— where there is plenty of room to grow.

* * *

For detailed information, write: Industrial and Agricultural Department, Norfolk and Western Railway, Roanoke 17, Virginia.

Norfolk and Western

RAILWAY

FOR BETTER PLANT LOCATIONS

Speaking of Tracks—

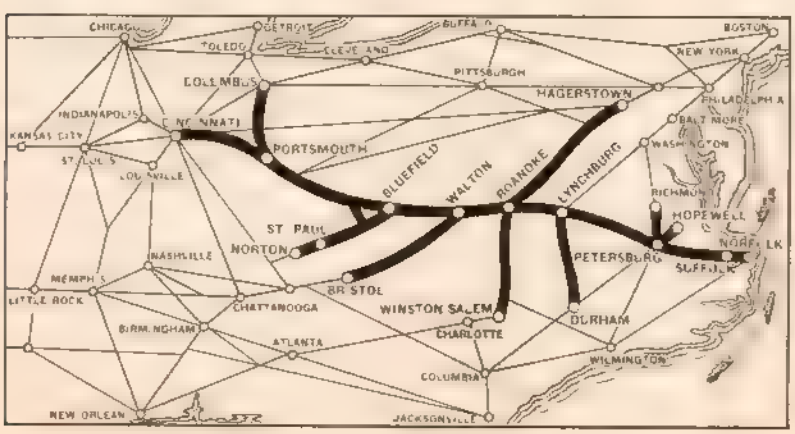
. . . Four hundred thousand miles of them . . . main tracks, yard tracks and sidings, that crisscross and unite every part of this land . . . tracks that are the foundation of American railroads . . . tracks over which this nation's overwhelming war production and military power are moving every minute of the day and night.

Despite the heaviest traffic load N. & W. rails have ever carried, the Norfolk and Western's Annual Track Inspection in November showed that this railroad's tracks had reached the highest level of excellence in N. & W. history.* The road is solid, with deep stone ballast, strong, specially treated ties, and heavy steel rails. It is well graded, smooth and clean. It is expertly maintained by section men who take a genuine interest in their jobs, who compete for the best track rating, who work with the most modern tools, who use the best available materials.

The "section gangs" who maintain Norfolk and Western track are doing a great job in these war times. They are doing it with pride, for they know that over their near-perfect track are rolling swiftly and safely the fighting men and fighting machines that will help to win Victory in this war.

* * *

**The average system-wide N. & W. track rating for 1943 reached the all time high of 9.42. The highest rating given is 9.50.*



Norfolk and Western Railway

PRECISION TRANSPORTATION

TIME waits for no man

There is no way to slow down or speed up the passage of time. That is why train crews — the railroaders who translate operational orders into swift, safe, movement of vital war traffic, day and night in all kinds of weather — are in constant battle against time.

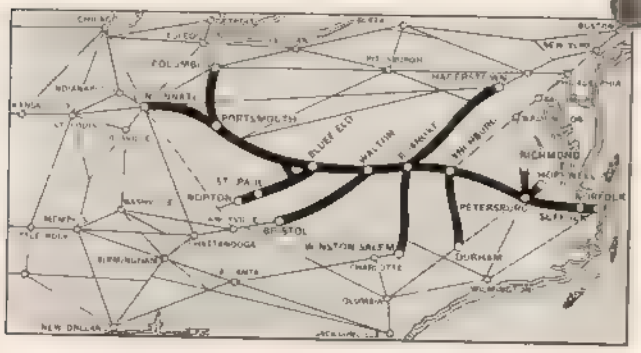
With equipment second to none and the backing of their thousands of fellow employees, the highly trained, experienced Norfolk and Western train crews are keeping the trains rolling as never before — trains that have moved more ton-miles of freight, per mile of road, during the five war years, 1939-43, than any other railroad in the United States of 350 miles or more in length.

Such a record is the result of Precision Transportation — and Precision Transportation means the Norfolk and Western Railway.

When Victory is won and the nation turns to production for peace and progress, shippers and receivers of freight can rely on Precision Transportation on the Norfolk and Western to provide fast, safe, dependable movement for all classes of shipments between the Midwest and the Virginias and the Carolinas, and between the North and the South.

* * *

If you are a shipper or receiver of freight, Norfolk and Western traffic specialists are at your command They are highly trained men, stationed in principal cities, to help you with your traffic problems. They will gladly furnish complete, up-to-the-minute information about rates, routes and schedules; suggest ways of speeding up vital shipments and explain how to get maximum service from available freight cars. Phone or write them now — their service is another element of Precision Transportation.



Norfolk and Western

RAILWAY

PRECISION TRANSPORTATION

CONSTRUCTO AIRPLANE MOTOR

BUILD A MODEL MOTOR THAT REALLY WORKS

Here's THE item to cash in on the current interest in aviation.

...minated board are fitted

This motor was designed by an instructor in aviation. An

publicity campaign in avia-tion, educational and com-

Aviation personalities.

COMPLETE BLUEPRINTS AND INSTRUCTIONS

The Constructo Airplane Motor is put together without any cutting, pasting, or tools. Every step is clearly shown in the professional looking blue-prints. Extra pieces for repairs in every set.

BIG AVIATION BOOK EXTRA

Profusely illustrated, full of interesting features, and explaining the operation of the real engine on which the model is based.

AVIATION GAME IN EACH SET

A fascinating game, played with the motor and the movable instrument panel is an extra added feature.

A MERCHANDISING NATURAL

Imagine the flash of this model set up in your toy department. The large spectacular box is a real sales-getter.

CONSTRUCTO AIRPLANE MOTOR NO. 300

Packed 6 to the carton approx. 45 lbs.

CONSTRUCTO CO. 121 VARICK STREET NEW YORK 13, N. Y.

CONSTRUCTO SUPER BUILDER

No. 200

Build MECHANICAL ACTION TOYS!

Construction sets have always been big favorites in toy departments. The CONSTRUCTO SUPER BUILDER is a de-luxe construction set, made of non-priority materials. It builds models that are substantial and sturdy, and can be played with

Each set contains over 350 building pieces, that are cut from a tough, laminated board. The 24 wheels are cut from a heavy, thick, board. All the board pieces are coated with a semi-waterproof paper. 16 wooden dowels — 5/16" in diameter.

A big 12 pg. instruction book (8x15) in each set. A large eye-catching box, (22x13) covered with vivid action photographs.

A companion item to the sensational CONSTRUCTO No. 125.

CONSTRUCTO CO. **NEW YORK 13, N. Y.**

121 VARICK STREET

See Our Exhibit at the Toy Show,
Room 873 Hotel McAlpin, New York

CONSTRUCTO No. 125

If you haven't already met this sensation of the toy industry, look it over.

This low-priced construction set builds a 3 foot skyscraper, a big play-size doll-house, a 5 piece toy village, and dozens of other models.

The method of building is so simple, no pegs, nuts, screws, or fastenings of any kind, that

Each set contains over 250 building pieces of a tough, laminated board, coated with a steel-grey paper.

A big, easy-to-follow instruction book.

DEALER HELPS—Set-up models, display cards, mats, electros, publicity, the works.

Packed 12 to the carton, approx. 50 lbs.

Dolls to Dress... Rose O'Neill's Kewpie

10 14-Inch Undressed Chubby Doll. It's fun to make clothes for this cunning Horsman doll. Sleeping eyes, long lashes. Composition body; jointed arms, legs. Head tilts. Hair molded on, painted. Socks, shoes.
48 X 2435—14 inches tall. Shipping weight 2 pounds..... $2.39

11 15-Inch Undressed Girl Doll. Make and fit your own doll clothes. All-composition body; head turns, tilts. Jointed arms and legs. Sleeping eyes with long lashes. Mohair ringlet wig. Socks, shoes. A Horsman Doll.
48 X 2434—15 inches tall. Shipping weight 2 pounds..... $2.39

12 Rose O'Neill's 12½-Inch Kewpie Doll, with large painted eyes, bewitching grin, fat tummy. All composition; jointed arms, legs. Head turns or tilts. Peaked hair molded on and painted. Cotton romper; socks, shoes.
48 T 2502—12½ inches tall. Shipping weight 1 lb. 12 oz. $1.98

13 19½-Inch Doll in Taffeta Dress. Made entirely of composition, jointed arms, legs. Head turns, tilts. Mohair ringlet wig on cloth foundation. Glamsene sleeping eyes with long lashes. She wears a dainty flower-printed rayon taffeta dress, with button back and tied criss-cross satin braid on the pretty bolero effect. White organdy slip and undy. White rayon socks and black imitation leather slippers with tiny heels.
48 T 2444—19½ inches tall. Shipping weight 3 pounds. $5.50

14 18-Inch Baby Doll in Snowsuit is soft and cuddly, goes to sleep like a real baby. Cotton-stuffed body with composition head, arms and legs. Hair molded and tinted on head. Bundled in a soft cotton flannel one-piece snowsuit, with metal buckle in front, and attached brownie-style hood. Metal sleeping eyes; painted-on lashes. Head is not movable.
48 T 2458—18 inches tall. Shipping weight 2 pounds . . . $1.98

DOLL CLOTHES, IN SIZES TO FIT YOUR DOLL

15 Matching Baby Doll Dresses and Bonnets. Assorted fabrics, styles and colors, nicely made and finished. For Baby Dolls.
48 T 2325—For Dolls 12 to 23 in. tall. *State Overall Ht.* Ship. wt. 8 oz. . . . $1.00

16 Girl Doll Dresses and Bonnets. Neatly finished, assid. fabrics; styles.
48 T 2343— For Dolls 12 to 21 in. tall. *State Overall Ht.* Wt. 10 oz. . . $1.00

17 Pink Cotton Flannel Set-Suit for Girl Dolls. Nicely made and finished jacket with attached hood; ski pants; in soft cotton flannel.
48 T 3342—For Dolls 12 to 21 in. tall. *State Height.* Ship. wt. 12 oz. $1.39

18 Blue Cotton Flannel Snowsuit and Helmet for Baby Dolls.
48 T 2326 - For Dolls 12 to 23 in. tall. *State Overall Ht.* Ship. wt. 12 oz. $1.39

State Overall Height of Doll . . . Measure from feet to top of head. Styles will be the same or similar to those shown below.

Facts about dolls

WHAT MAKES ONE DOLL COST MORE THAN ANOTHER? The value of a doll to a child cannot be stated in terms of money; however, some of the factors that influence the cost of a doll are discussed here to serve as general information for doll purchasers. In the main, the cost of a doll is determined by the quality of material and workmanship in bodies, wigs, eyes and clothing. Size is a secondary factor—a small, fine quality doll may cost more than a much larger doll of poorer quality.

BODIES. Today most doll parts are made of composition. Though quality varies to some extent with ingredients used, it is determined more by length of time taken in making and finishing. Doll parts made slowly are less fragile. Quality is determined, too, by fineness of detail in features such as hands . . . on fine dolls fingers are separated and hands have life like details such as tinted fingernails and tiny palm markings.

WIGS. Most doll wigs today are made of mohair—or combinations of mohair, wool and rayon. Some human hair wigs are still available, but the quality is such that Wards prefer not to sell them. A good mohair wig is more desirable and costs more than a poor quality human hair wig. All Wards Doll wigs (except those on miniature and doll house dolls) are firmly sewed to cloth foundation . . . not just pasted on head.

EYES. Eyes may be painted or of the movable, sleeping type. Though generally found on inexpensive dolls, painted eyes may be used with great artistry on fine quality dolls . . . see Effanbee's Brother and Sister Dolls on Page 74. Movable, sleeping eyes are of two types . . . the best are Glassene, have a celluloid iris over steel base . . . second quality, printed directly on metal, do not have the sparkle of Glassene eyes.

CLOTHING. Doll clothes vary in fabric, line, fitting and finishing. Those found on fine quality dolls are made of the best fabrics and dress lines are well chosen. Garments fit nicely and finishing is detailed . . . dresses have button or snap closings. Clothing on less expensive dolls is not so carefully made. Fabric is not so fine . . . finishing is much less detailed . . . garments have pin closings.

THE FINEST DOLLS IN THE WORLD

Created by Effanbee

EFFANBEE DOLLS (shown on the next six pages) have the beauty and durability that good design, fine quality materials and painstaking workmanship alone can give. Composition parts on all Effanbee Dolls are made more slowly and carefully than the parts used on other dolls . . . this makes them less fragile. They are handfinished with several coats of enamel to look and feel like real skin. Effanbee Doll hands are beautifully modeled with separate fingers, rosy tinted nails and tiny palm markings. This year Effanbee offers a new wig that increases the play value of the doll. It can be curled or braided and arranged in many different hair styles. Made of wool, rayon and mohair, it is securely sewed to a cloth foundation. All dolls on Pages 73, 76 and 77 have this new type wig. A specially made plastic comb is included with each of these dolls. Dolls on Pages 75 and 78 have Effanbee's "Tousle-Tot" wig of genuine lambskin fur that can be cleaned with a damp cloth. Sparkling glassene eyes on Effanbee Dolls are the best made today; all have real eyelashes. Attractive clothing worn by these dolls is well designed and carefully made of fine materials. Garments are nicely fitted and finished . . . have button or snap closings. All Effanbee dolls are packed in gift boxes.

Effanbee Bride Doll

A lovely bride in traditional white satin, flow ing veil and dainty bridal bouquet . . . this exquisite doll will be a treasured possession and collecting her trousseau will intrigue her young owner. For bridal party tables, she makes an attractive centerpiece. Gown is white rayon slipper satin, fastens with tiny buttons. Net veil on rayon satin bridal cap, embroidered with tiny seed pearls. Long white slip, lace-trimmed panties, white rayon hose sandals with tiny heels. All composition doll . . beautifully modeled. Jointed arms and legs. Turning, tilting head. Life-like hands. Glassene sleeping eyes; real lashes. Beautiful wool, rayon and mohair wig . . . can be combed in new hair styles. Special plastic comb included.

46 X 2561 18 in. tall. Ship. wt. 4 lbs. . $12.95

Effanbee Doll in Evening Cape

For her first grown up party . . . a long white dancing dress with a bouffant skirt and a black velvet, hooded evening cape lined in scarlet. In the largest size, she makes a perfect contest prize. Her hooded cape is rayon velvet and her dress is metallic dotted marquisette trimmed with ruffles and silver ribbon. Beneath it she wears a white rayon slip and panty, white rayon stockings. Her gold color, snap fastened sandals have tiny heels. Doll made entirely of hard-to-break composition . . . beautifully sculptured. Exquisite hands; jointed arms and legs. Turning, tilting head. Sleeping Glassene eyes, real lashes and beautiful new wool, rayon and mohair wig . . . can be combed in many new hair styles. Special plastic comb included.

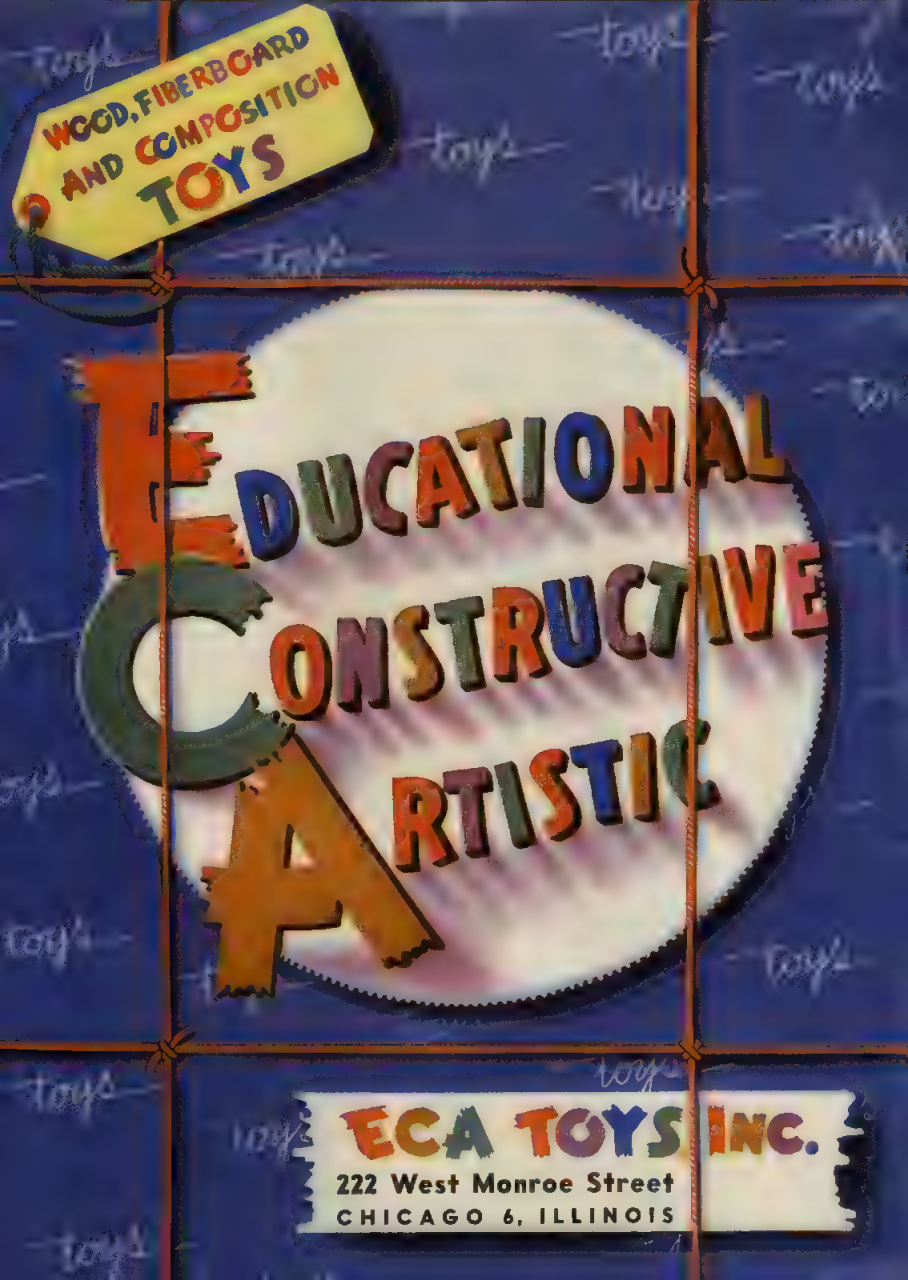
48 T 2558M—27 in. tall. Ship. wt. 7 lbs. 8 oz. $29.95
48 T 2559—21½ in. tall. Ship. wt. 5 lbs 18.50
48 T 2560—18 in. tall. Ship. wt. 4 lbs. 13.95

ORDER YOUR CHRISTMAS GIFTS EARLY USE YOUR CREDIT . . . SEE PAGE 112.

Effanbee's Adorable Brother and Sister Set

EFFANBEE . . . maker of the world's finest dolls . . . has created this cunning Brother and Sister Doll Set to delight the heart of any child. They're featherweight and perfectly sized for even the tiniest tot. Little Sister is a chubby mite, 12 inches tall, weighs only 7 ounces. Brother is 16 inches tall and weighs only 12 ounces. They're "cuddly" — bodies, legs and arms of both dolls are stuffed with soft cotton. Hands and heads are made of hard-to-break composition. Hands have curve fingers ready to hold. Eyes and lashes are expertly painted by hand. Ranger wigs of soft wool, over caps of Mohair, are securely sewed to cloth foundation. Both dolls are beautifully dressed. Their clothes are made with the child in mind. Little Sister wears a Pink cotton broadcloth dress with any ruffled collar and slip. Press snaps on back. Matching panties. Brother wears Blue cotton broadcloth overalls and checked blouse. Both wear White socks and White shoes. Be sure to read "Facts About Dolls" on Page 12. Make your Christmas shopping easy . . . send your order to Ward's and see your Credit Office for details. See Page 12.

48 T 15—Brother and Sister Doll Set in Box. Shipping weight 3 pounds $7.25


WOOD, FIBERBOARD
AND COMPOSITION
TOYS
EDUCATIONAL
CONSTRUCTIVE
ARTISTIC
ECA TOYS INC.
222 West Monroe Street
CHICAGO 6, ILLINOIS

PUPPET PARADE

ECA Toy Sensation — Puppets sing, dance, emote, gesture, play musical instruments . . . all in magnificent and appropriate backgrounds.

No 125

No. 126

No.127

"GUIDING LOCKS," sensational marionette discovery, makes it possible to operate each puppet with only one string.

10c RETAILER

No. 501 — MERRIMENT MATINEE

Lovely Honey Belle Lee presents her famous toe dance—adorable little Shirley Screech recites and sings—Puppets, background, and instructions for assembly—in attractively illustrated 9"x12" envelope. Packed 6 doz. in a carton. Weight, 14 lbs.

No. 501 MERRIMENT MATINEE

DISTINCTIVE 25c SELLERS

Nos. 123, 124, 125, 126, 127

Five superb, 9"x12" boxes, each with a complete and well rounded program of 2 entertaining and sparkling acts with 3 to 5 puppets each—adorned by authentic and picturesque backgrounds and a merry story about each character Packed 3 doz in a carton Weight, 35 lbs.

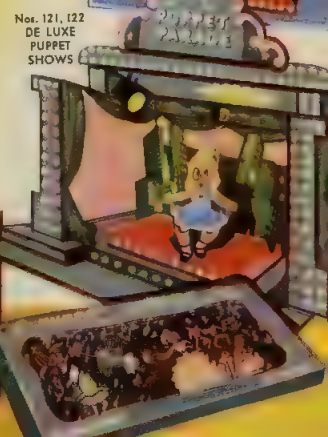
DE LUXE PUPPET SHOWS

No. 121 — DE LUXE PUPPET SHOW WITH THEATRE

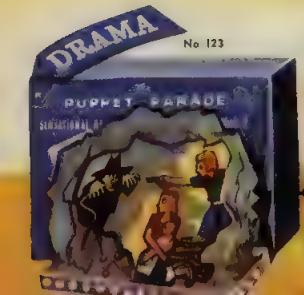
Includes 12 acts, 22 puppets, settings, stories and stage, size 22"x25"x18" The 12"x18" box, a powerful pageant and panorama of color, illustrates the puppets in a wonderful grand finale of action Packed 1 doz. in a carton. Weight, 30 lbs. Suggested retail—$1.00

No. 122 — DE LUXE PUPPET SHOW

Exactly like No 121, but without stage Packed 2 doz. in a carton. Weight, 40 lbs. Suggested retail—$1.00.



Nos. 121, 122 DE LUXE PUPPET SHOWS



No 123

No. 124

Composition Tile PLAQUES

THIS BOX CONTAINS ALL MATERIAL FOR MAKING ONE COMPLETE PLAQUE
YOUR CHOICE OF 7 DIFFERENT SUBJECTS

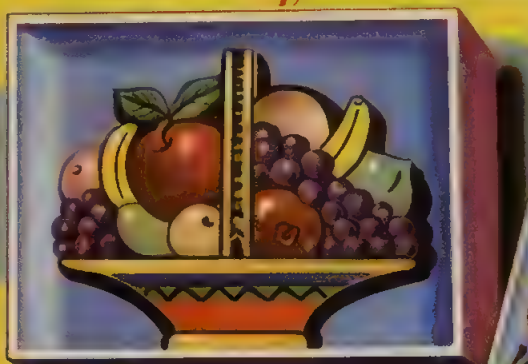
Paint and hang it up!

A delightful pastime! Loads of fun and pleasure for boys and girls from 6 to 60. Everybody enjoys assembling Compo-Tile pieces into a beautifully formed wall plaque. Everybody wants to color. Everybody likes to have his handiwork praised and admired. And that's why everybody will buy Compo-Tile Plaques.

EDUCATIONAL
CONSTRUCTIVE
ARTISTIC

ECA TOYS INC. 222 W. MONROE ST. CHICAGO 6, ILLINOIS

7 Colorful subjects



1700 — FRUIT
1701 — FLOWERS
1702 — CLOWN'S HEAD
1703 — INDIAN HEAD
1704 — FOUR LITTLE FISH
1705 — CLOWN AND DRUM
1706 — INDIAN HORSEMAN

SUGGESTED RETAIL — $1.95 PER KIT

Seven different subjects, each in a gorgeous, color lithographed box — size 10½"x15"x1¼". Each box contains all the pieces for assembling one complete plaque, including cementing material, sandpaper and an assortment of paints for coloring, and instructions. Plaques are 8"x10½" when completed. Packed 1 dozen of a subject in a standard carton — shipping weight 38 lbs.

6 Brilliantly Boxed Sets
4 Beautiful PLAQUES IN EACH

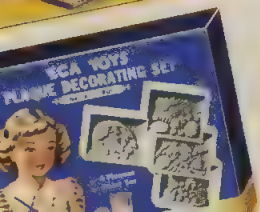
Amazing value! Plaques are 4"x5", made of composition material. Fascinating pastime for young and old. Charming ornaments for the home when completed.

PAINT 'EM and HANG 'EM UP

1600—FLOWERS 1603—DOGS
1601—FRUITS 1604—BIRDS
1602—ANIMALS 1605—SCENERY

Each box contains four complete plaques, together with an assortment of paints for coloring, and instructions. Boxes are 11"x 14"x3¼". Packed 1 dozen of a number in a standard carton — shipping weight 22 lbs.

SUGGESTED RETAIL—$1.00 PER SET

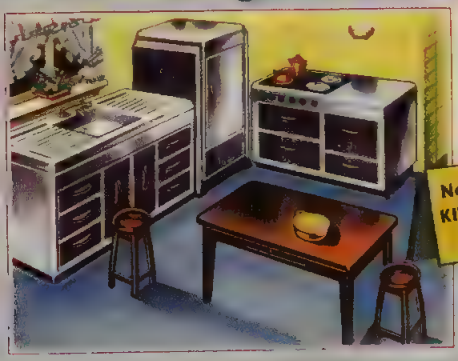


ECA TOYS INC.

222 West Monroe Street
CHICAGO 6, ILLINOIS

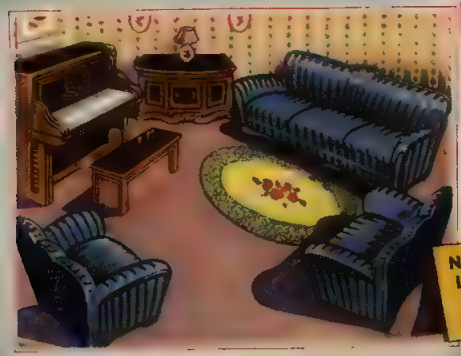
EDUCATIONAL
CONSTRUCTIVE

FURNITURE
Decorating Sets



No. 1520 KITCHEN SET

A complete set of toy kitchen furniture made of composition material, also paints and instructions for decorating. Just right for little girls who like to paint and play house. Educational—artistic—constructive. Suggested retail—$1.29 per set.



No. 1521 LIVING ROOM SET

Toy furniture for a complete living room which the youthful housekeeper may decorate to suit herself with the paints and instructions included for the purpose. Suggested retail—$1.29 per set.

Furniture Decorating Sets are put up in striking, highly colored boxes, size 9"x12"x2½". Packed 1 dozen sets in a standard carton—shipping weight 22 lbs.

Composition PLAY PHONES

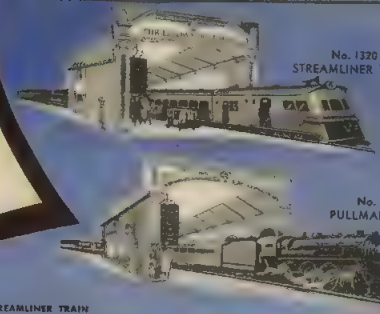
No. 145 — Composition material, finished in gleaming white or brilliant red, with black dial and red numberals on white circles. Receiver is 7½" long. Cradle is 5½"x4" at base, 3½" high. Individually packed. 12 in a standard carton—approximate weight 14 lbs.

SUGGESTED RETAIL—$1.19

ECA TOYS INC.

222 West Monroe Street, Chicago 6, Ill.

ECA Fiberboard and wood TOYS & GAMES



No. 1320 STREAMLINER TRAIN

No. 1330 PULLMAN TRAIN

No. 1320 — STREAMLINER TRAIN

Easily assembled train set 31" long with locomotive, 4 luxurious passenger cars and railway station. Box is 9½"x12½". Shipped 3 doz. in a standard carton. Weight, 18 lbs. Suggested retail, 50c.

No. 1330 — PULLMAN TRAIN

Set makes up into 3 unit train. 31" long. Gorgeously colored box, 12½"x9½", becomes a big town station. Packed 3 doz. to standard carton. Weight 18 lbs. Suggested retail 50c.

No. 2000 AMERICAN BOY 3-IN-1 GUN

No. 2000 — AMERICAN BOY 3-IN-1 GUN

Made of wood. The only gun with a camouflaged shield. Looks and sounds like the real thing. Absolutely harmless. Can be used as Tommy Gun, Anti tank or Anti aircraft gun. Pistol grip swings in any direction. Shield easily removed. Front and rear sights. Enamel finish in regulation Olive Drab. 28" long. 20" high mounted. Packed 1 doz. to standard carton. Wt. 32 lbs. Suggested retail $2.98.

Nos. 1350 1390 TALKING TELEPHONE SETS

No. 1350 — TALKING TELEPHONES

Talk and hear with amazing clarity over this pair of fully equipped, completely assembled telephones. Heavy cardboard—very realistic with dial that really "clicks." Width at base 5½". Height 5". Comes in eye-catching 3 color box. Packed 1 doz. to standard carton. Wt. 14 lbs. Suggested Retail, $1.98.

No. 1390 — K. D. TALKING PHONE SET

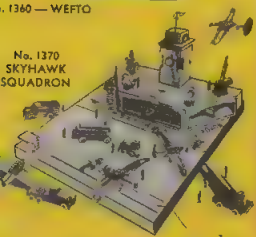
Same as 1350 talking telephone set, but in knockdown form with illustrated instructions that make assembly easy. Packed 2 doz. to standard carton. Wt. 25 lbs. Suggested retail, $1.00.

No. 1360 — WEFTO

An exciting game that combines airplane identification and jig-saw puzzles. 10"x13" box. Packed 2 doz. to standard carton. Wt. 30 lbs. Suggested retail, $1.00.

No. 1370 — SKYHAWK SQUADRON

Complete action airfield. Planes take off, fly and land. Anti aircraft guns fire shells. Trucks roll. Easy to assemble. 18"x12" box. Packed 2 doz. to standard carton. Wt. 38 lbs. Suggested retail, $1.50.



No. 1370 SKYHAWK SQUADRON

No. 500 — SUPER BATTLE SET

Contains 181 Pieces that make 60 complete action toys, consisting of land, sea and air forces. Exciting Thrilling! Packed in 4 color 12"x18" set up box. Packed 2 doz. to standard carton. Wt. 38 lbs. Suggested retail price, 50c.

No. 1400 — ACTION ACE PLANE KIT

2 model planes plus the Magic Airplane Identifier—turn the dial for complete information on any of the 96 fighting planes of leading nations—plus 60 official reproductions of war plane photos. 9½"x12¼" box. Packed 3 doz. to standard carton. Wt. 22 lbs. Suggested retail, 50c.

No. 1290 — SPOTEM

Popular airplane identification in the form of a cockpit with dials giving accurate information on 96 leading war planes of all nations. Box is 18¾"x14¾". Packed 2 doz. to standard carton. Wt. 16 lbs. Suggested retail, $1.00.

No. 4 — SLIDEM SOLITAIRE

3 fascinating war puzzles, each in a self-mailer envelope. Beautiful counter display stand included in each carton containing assortment of 3 dozen. Weight 2½ lbs. Suggested retail—10c.

No. 118 — COMMANDO PISTOL

Actually shoots cardboard bullets—looks like the real thing. Set includes leather effect belt holster, Commando badge, service bar, bullet holder and plenty of bullets. Easy to assemble. Packed 2 doz. to standard carton. Wt. 20 lbs. Suggested retail—39c.

No. 1280 — FERRIS WHEEL

Easily assembled, 28" high Ferris Wheel. Gondolas with removable dolls go round, clowns move, jingling glass panels provide musical background. Box is 12"x18". Packed 1 doz. to standard carton. Wt., 36 lbs. Suggested retail, $1.98.

No. 1285 — MERRY-GO-ROUND

Animals move up and down as they go around to the tinkling music of recessed glass panels. Removable dolls. Box is 15⅝"x14⅝"x 4¾". Packed 6 to standard carton. Wt., 18 lbs. Suggested retail, $1.98.

No. 1290 — SPOTEM

No. 118 COMMAN PISTOL

ECA NEW PACKAGE DEALS

DEAL No. 1

Cat No.	Qty.	Description	Each Retail	Total Retail
4	12	Slidem Puzzles	$0.10	$1.20
501	12	Merriment Matinee	10	1.20
123	5	Drama Puppets	.25	1.25
124	5	Recital Puppets	.25	1.25
125	5	Comedy Puppets	.25	1.25
126	5	Folklore Puppets	.25	1.25
127	5	Swing Puppets	.25	1.25
118	3	Commando Pistol	.25	1.23
1320	2	Streamliner Train	.39	.78
1330	2	Pullman Train	.50	1.00
1400	8	Action Ace Plane Kit	.50	1.00
500	2	Super Battleset	.50	4.00
122	4	De Luxe Puppets	.50	1.00
1290	4	Spot 'em	1.00	4.00
1380	5	K.D. Talking Phones	1.00	4.00
1360	1	Wetto	1.00	5.00
1370	4	Skyhawk Squadron	1.00	1.00
121	3	De Luxe Puppets & Theatre	1.50	6.00
1350	1	Talking Telephones	1.68	5.07
1280	2	Merry-Go-Round	1.98	1.98
1380	4	Ferris Wheel	1.98	3.96
		Total Retail		7.92
				$55.36

DEAL No. 2

Cat. No.	Qty.	Description	Each Retail	Total Retail
123	6	Drama Puppets	$0.25	$1.50
124	6	Recital Puppets	.25	1.50
125	6	Comedy Puppets	.25	1.50
126	6	Folklore Puppets	.25	1.50
127	6	Swing Puppets	.39	1.17
118	3	Commando Pistol	.50	1.00
1320	2	Streamliner Train	.50	1.00
1330	2	Pullman Train	.50	1.00
500	2	Super Battleset	.50	4.00
1400	8	Action Ace Plane Kit	.50	4.00
122	4	De Luxe Puppets	1.00	4.00
1290	4	Spot 'em	1.00	5.00
1380	6	K.D. Talking Phones	1.00	1.00
1360	1	Wetto	1.00	1.00
1600	1	Flowers Plaque Set	1.00	1.00
1601	1	Fruits Plaque Set	1.00	1.00
1602	1	Animals Plaque Set	1.00	1.00
1603	1	Dogs Plaque Set	1.00	1.00
1604	1	Birds Plaque Set.	1.00	1.00
1605	1	Scenery Plaque Set	1.19	3.57
145	3	Play Phone	1.29	1.29
1520	1	Kitchen Decorating Set		
1521	1	Living Room Decorating Set	1.29	1.29
1370	4	Skyhawk Squadron	1.50	6.00
121	3	De Luxe Puppets & Theatre	1.68	5.07
1350	1	Talking Telephones	1.98	3.96
1280	2	Merry-Go-Round	1.98	7.92
1380	4	Ferris Wheel	1.95	1.95
1700	1	Fruit Compo-Tile	1.95	1.95
1701	1	Flower Compo-Tile		
1702	1	Clown Head Compo-Tile	1.95	1.95
2000	1	3-in-1 Gun	2.98	2.98
		Total Retail		**$78.53**

DEAL No. 3

Cat No.	Qty	Description	Each Retail	Total Retail
4	36	Slidem Puzzles	$0.10	$3.60
501	36	Merriment Matinee	10	3.60
123	6	Drama Puppets	25	1.50
124	6	Recital Puppets	25	1.50
125	6	Comedy Puppets	.25	1.50
126	6	Folklore Puppets	25	1.50
127	6	Swing Puppets	.25	1.50
118	3	Commando Pistol	39	1 17
1320	3	Streamliner Train	.50	1.50
1330	2	Pullman Train	.50	1 00
500	2	Super Battleset	50	1.00
1400	8	Action Ace Plane Kit	.50	4 00
122	4	De Luxe Puppets	1.00	4.00
1290	4	Spot em	1.00	4.00
1380	4	K.D Talking Phones	1.00	1.00
1360	1	Wetto	1.00	2.00
1600	2	Flower Plaque Set	1.00	2.00
1601	2	Fruits Plaque Set	1.00	2.00
1602	2	Animals Plaque Set	1.00	2.00
1603	2	Dogs Plaque Set	1.00	2.00
1604	2	Birds Plaque Set.	1.00	2.00
1605	2	Scenery Plaque Set	1.19	7.14
145	6	Play Phone	1.29	1.29
1520	1	Kitchen Decorating Set		
1521	1	Living Room Decorating Set	1.29	1.29
1370	4	Skyhawk Squadron	1.50	6.00
121	3	De Luxe Puppets & Theatre	1.68	5.07
1350	1	Talking Telephones	1.98	1.98
1280	2	Merry-Go-Round	1.98	3.96
1380	4	Ferris Wheel	1.98	7.92
1700	1	Fruit Compo-Tile	1.95	1.95
1701	1	Flower Compo-Tile		
1702	1	Clown Head Compo-Tile	1.95	1.95
1703	1	Indian Head Compo-Tile	1.95	1.95
1704	1	Fish Compo Tile	1.95	1.95
1705	1	Clown & Drum Compo-Tile	1.95	1.95
1706	1	Indian Horseman Compo Tile	1.95	1.95
2000	1	3-in-1 Gun	2.98	2.98
		Total Retail		**$99.15**

Four Packs of Profit! Your choice of four complete assortments each containing specially selected, proven **BEST SELLERS** from the big ECA line shown on the preceding pages. By purchasing any deal, you get small quantities of each item at the same price you would pay in large quantities.

We prepay freight East of the Rockies. Liberal freight allowance West of Rockies.

- **Small quantities of each item at large quantity prices.**
- **A complete line of toys in one small purchase.**
- **Freight prepaid East of Rockies. ($2.00 per 100 lbs. freight allowance West of Rockies.)**

DEAL No. 4

Cat No.	Qty	Description	Each Retail	Total Retail
123	12	Drama Puppets		
124	12	Recital Puppets	$0.25	$3.00
125	12	Comedy Puppets	.25	3.00
126	12	Folklore Puppets	.25	3.00
127	12	Swing Puppets	.25	3.00
118	3	Commando Pistol	.33	3.00
1320	2	Streamliner Train	.33	1.00
1330	2	Pullman Train	50	1 17
500	6	Super Battleset	50	1.00
1400	24	Action Ace Plane Kit	80	1.00
122	6	De Luxe Puppets	50	3 00
1290	12	Spot 'em	1 00	12.00
1380	12	K.D Talking Phones	1 00	6.00
1360	1	Wetto	1 00	12 00
1601	3	Flowers Plaque Set	1 00	12 00
1602	3	Fruits Plaque Set	1 00	1.00
1603	3	Animals Plaque Set	1.00	3 00
1604	3	Dogs Plaque Set	1.00	3.00
1605	3	Birds Plaque Set	1.00	3.00
145	12	Scenery Plaque Set	1 00	3.00
1520	3	Play Phone	1 00	3 00
1521	3	Kitchen Decorating Set	1 28	14 28
		Living Room Decorating Set	1 28	3.87
1370	12	Skyhawk Squadron	1.29	3 87
121	6	De Luxe Puppets & Theatre	1.50	18 00
1350	3	Talking Telephones	1.69	10 14
1280	6	Merry-Go-Round	1 98	3 96
1380	12	Ferris Wheel	1 98	11 88
1700	3	Fruit Compo Tile	1 95	23 76
1701	3	Flower Compo Tile	1 95	5.85
1702	3	Clown Head Compo-Tile	1 95	5.85
1703	3	Indian Head Compo Tile	1 95	5 85
1704	3	Fish Compo Tile	1 95	5 85
1705	3	Clown & Drum Compo. Tile	1 95	5.85
1706	3	Indian Horseman Compo Tile	1 95	5.85
2000	2	3 in 1 Gun	2 98	5.96
		Total Retail		**$218.84**

ECA TOYS, INC. 222 WEST MONROE STREET CHICAGO 6, ILLINOIS

Look Who's Here!

New WALT DISNEY CHARACTER

PULL TOYS

We've transformed the famous Disney characters into the cutest, most appealing Pull Toys of the year.

Covered with Velvety Rayon Floss and hand-processed in six colors—each one is a little gem of artistic perfection.

Now, before you place your final holiday orders, plan to promote these delightfully different Disney creations. Write or wire for prices and details.

AIMÉ DES BIENS

362 W. Garvey Blvd. Monterey Park, Cal.

AIRTRONICS DEVELOPMENT CORP.

131 E. THIRD STREET — DAYTON 2, OHIO

Pull Toys in Solid Maple—Solid Model and Plane Pull Toys

- Solid Walnut Fuselage
- 5 Ply Solid Mahogany Wings
- Solid Mahogany Elevators and Rudder
- Silver Engines and Landing Gear
- 4 Etched Plexiglas Propellers
- Plexiglas Bomber Nose
- Die Cut Plexiglas Canopy
- Hand Rubbed Natural Wax Finish

#60 B-17 Solid Walnut & Mahogany DeLuxe
17" Wing Span — 14" Fuselage. Retail $33.20 Dozen

STURDY PULL PLANES

Propellers of Plexiglas Etched to Simulate Whirling Even When Standing Still.

Wings of Aircraft Plywood That Take Rough Treatment Colored Enamel in Red-Blues-Silver

#56-P-39 Single Motor
Retail $16.00 Dozen

#59-A-21 Twin Bomber
Retail $17.20 Dozen

Ready for IMMEDIATE DELIVERY—Individually Wrapped

All Above Subject to Standard Trade Discounts

There's Nothing Like It

PISTOL POCKET HOLSTER SET

Fun for Everybody "STRYK-TO-WIN" Game
(Patented)
For Indoor and Outdoor Play
75c Retail

PISTOL POCKET MAMA
REG. U. S. PAT. OFF.

TO RETAIL AT POPULAR PRICES FOR IMMEDIATE DELIVERY—

Here's that typical wild west pistol and holster set that every boy wants for his very own. Finished in handsome two-tone effect. The pistol has that husky "he-man" grip that youngsters love. Attractively packed. A natural for sure fall and holiday sales.

Arthur Frey, 10 Fifth Ave., N. Y. C.
Lee Marks, Mer. Mart, Chicago

Write for Samples and Prices

PISTOL POCKET HOLSTER MFG. CO.
CHickering 4-5923
545 EIGHTH AVE. — NEW YORK 18, N. Y.

Feature **"LOWENTHAL" DART BOARDS ON EASELS**

Easels 48" high

Complete Line of

DART BOARDS & EASELS

Ready for Shipment

Visit Our Display
16 WEST 23rd STREET — NEW YORK 10, N. Y.
Emil Moss, Representative
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JERRY LOWENTHAL & CO.
3218 No. 17th Street — Philadelphia 40, Pa.

"DOUBLE HEADER" BASEBALL

At $5.00 Retail

AND ADULTS

- Real Action—Real Batting—Real Pitching.
- Substantial wood frame. Complete with bats, balls, pitching device and score pad.
- Individually pre-packed in standard mailer, ready for re-shipping.

ORDER TODAY!

And Don't Forget Our $1.50 Retailers

ALPHA FOOTBALL ALPHA BASEBALL

Thrilling Reproductions of our National Games Absorbing for Solitaire, exciting for 2 or more players.

MANUFACTURING COMPANY

NEW YORK 10, N.Y.

It's Worth a Little Patience to Get

THE STREAMLINED METAL

Shuler - Walker

They're rolling out at amazing speed, but we still have more orders than Shuler-Walkers. Orders that we have will be filled as promptly as possible. Since it takes time to make a walker as well constructed as this, we cannot take new orders at present. Watch this space for announcements of new shipments as production permits.

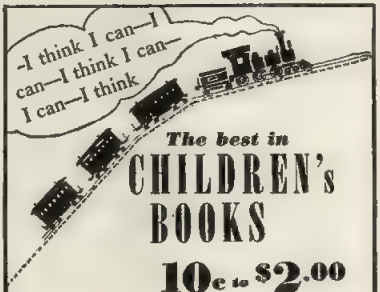
Miles Ahead and Going Places!

2 Exclusive Shuler-Walker Features

- Permanently installed metal butterfly floor boards.
- "Mother's cupboard" — a roomy trunk for small packages.

Manufactured by

SHULER CO. CLEVELAND 13, OHIO



The best in

CHILDREN'S BOOKS

10c to $2.00

Like the famous little Blue Engine that hauled the big train over the mountain because she wasn't afraid to TRY . . . we are succeeding in serving our customers because, despite conditions, we refuse to admit there is such a word as CAN'T . . . . . .

The PLATT & MUNK CO., inc.

200 Fifth Ave., New York City, 10

QUALITY TOYS

Produced by America's Finest Cabinetmakers

"Balantyne Creations" are just right for buyers seeking quality toys made of Grade One materials by an old line concern. We are prepared to make prompt, dependable deliveries for your Fall and Holiday display.

Pre-War METAL MECHANISM

- 8½" long—perfectly designed and balanced.
- Made of flawless kiln dried wood
- Blue Steel Gun Metal finish.
- PRE-WAR METAL MECHANISM WPB approved.
- Individually packaged.

P. 45

"Balantyne Special"

AUTOMATIC PISTOL

Here is the *better* toy pistol you have been waiting for. Automatic, double action metal mechanism produces two reports with each pull of trigger. Trigger can be pulled as fast as finger can function, resulting in rapid fire reports like a sub-machine gun. In every respect—realism, quality and workmanship—the finest toy pistol on the market today.

Walt Disney's

PLUTO THE PUP PULL TOY

The cutest pull toy of the year! So realistic it seems to have just run off the movie screen. Positive eccentric mounting provides comical loping action when toy is pulled.

- ★ 11½" long, 9" high
- ★ Made of 1" thick lumber, dressed down to ¾" thickness. Rounded back simulates appearance of a dog's back and prevents injury to child.
- ★ Carefully selected, kiln dried wood each piece flawless
- ★ Finest lacquer finish—three coats, chestnut over sanded wood
- ★ Hand painted eyes
- ★ Fibre die cut collar and ears
- ★ Individually packaged

Lifelike

CRAWLING TURTLES

This is the famous turtle the trade is talking about—one of the year's best sellers. It's the ONLY crawling turtle with shaped head, feet, legs, back and tail.

- ★ Size 13½" long, 7½" wide and 2¼" high
- ★ Made of flawless, carefully selected kiln-dried woods
- ★ Finished in a myriad of chip-proof, non-poisonous, brilliant hard lacquer colors
- ★ Free wheeling bearings at all functional points to assure unfailing operation
- ★ A color combination to please every child
- ★ Precision manufacture; every unit unconditionally guaranteed to be perfect when shipped

Write or Wire for Prices and Details

BALANTYNE MANUFACTURING COMPANY

1947 HOWARD STREET - TOY DIVISION - CHICAGO 26, ILLINOIS

NEW YORK SHOW ROOMS: LEO STRAUSS, ROOM 442, 200 FIFTH AVENUE

Thos. A. Fallen Agencies, 114 New Montgomery St., San Francisco 5, Cal.—Charlie Grote, Rob'ts Hotel, Display Room 21, 28 W. Flagler St., Miami, Fla.

● Millions of BILD-A-SET Construction Toys have been sold—more than all others combined—until today it is known and accepted the country over. Every child who has had a BILD-A-SET Toy wants some more of the 13 varieties. (Even repeats on the very same toy are common, such is the lasting appeal of BILD-A-SET.) Modern parents know that no toy gives more pleasure and valuable training for the money than BILD-A-SET.

The opportunity for profits is without limit on these year-round toys. They are brilliantly packaged so every box is a sales-building display by itself. And are priced for volume sales—25c to $1.00 suggested retail.

Cash in on the Fall upturn on indoor toys.

SELL BILD·A·SET . . .

TOYS CHILDREN LOVE AND PARENTS AND EDUCATORS HEARTILY APPROVE

For the ORIGINAL Pocket Games . . .

Drueke

DRUEKE
GRAND RAPIDS, MICH.

Complete Line of

WOODEN CHESS BOARDS
CRIBBAGE BOARDS
GAVELS
PUZZLES
CHESSMEN
ADULT GAMES

New -

Two Stunning Combination Sets

The latest and hottest in pocket games. Set illustrated is an unequalled combination . . . . . Backgammon — Acey-Ducey — Chips — Michigan Rum Cribbage — Roulette — Chess — Checkers and many others.

The other new offering is a 4-game combination consisting of Chess — Checkers — Backgammon and Acey-Ducey.

Both sets are exclusive with Drueke. Both sets have marvelous sales possibilities.

You get the new games first when you play ball with Drueke

Nationally Advertised

Keep your stock of pocket games fresh, new, active. You can do it when you feature Drueke creations, because you get the new games *first* from the idea people of the industry.

ORIGINATORS: *First* to introduce pocket games — *First* with new games — *First* with "Game-A-Month" club — that's the Drueke record. Skim the cream with the leaders!

SELLING HELPS: In addition to its national advertising, Drueke provides you with a well-co-ordinated program of merchandising aids — display, direct mail, promotional circulars, etc. Tie in for volume and profits!

THE QUALITY LINE: Makers of America's top-quality chess sets, Drueke craftsmen have the habit of taking poles. It shows in every item — builds sales and good will for you!

PRICE RANGE: Regular pocket editions sell for 50c, 75c, $1.00, $1.50. Genuine leather limited editions, the last word in handsome materials and workmanship, $3.50.

Wm. F. DRUEKE and Sons

GRAND RAPIDS • MICHIGAN

Start your own

GAME-A-MONTH CLUB

with this effective display

Friends, mothers and dads of service men order a dozen games at a time from this FREE display. Special mailing cartons provided. Put it to work in your store — it's a tested money-maker.

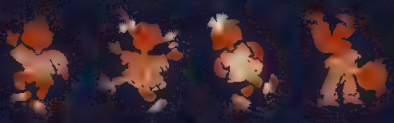
FIRST in Ideas • FIRST in Quality Appeal • FIRST in Popularity

PATENTS PENDING
COLORGRAPHIC INC CHICAGO
Another famous
COLORGRAPHIC TOY
"The Childrens Choice"
COLORGRAPHIC IND CHICAGO
OVER

EVERYBODY LOVES TO

Twirl a Tune

The little tots all dance with glee
over TWIRL-A-TUNE



The ten year olds cry "Yee, Oh Yee"
over TWIRL-A-TUNE

The swoonsters faint so merrily
over TWIRL-A-TUNE

The oldsters have a laughing spree
over TWIRL-A-TUNE

COLORGRAPHIC (INC) CHICAGO

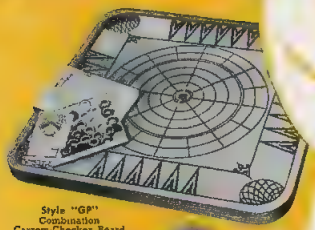
(SUBSIDIARY OF THE MEYERCORD CO.)

★ ★ 4711 W. LAKE STREET ★ ★

DISPLAY ROOMS: NEW YORK • 711 5TH STREET ★ CHICAGO • 1423 MERCHANDISE MART ★ LOS ANGELES • 811 S. FLOWER

CARROM

Family Circle Games and Toys



Style "GP" Combination Carrom-Checker Board

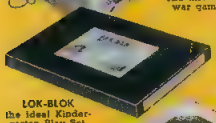
It is a great tribute to the American way of life, and to American Government and Industry, that civilian merchandise, such as toys and games, can still be made — in spite of the devouring demands of war! It is a credit to our Nation that we have this thoughtful regard for the morale and happiness of our children — and our adult population, too.

Here at Carrom we deem it a great privilege to do what we can, with available materials and labor, in helping to supply Young America with "family circle" toys and games of high play value. In this effort, your understanding consideration is deeply appreciated.

New York Showroom: 19 West 44th Street, Room 413, Berkeley Building

ARKITOY
Wood Construction Se

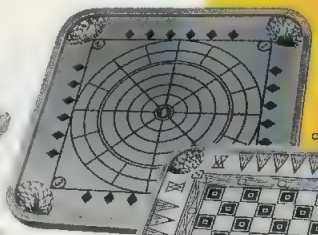
COMMANDO
The thrilling war game



LOK-BLOK
the ideal Kindergarten Play Set.

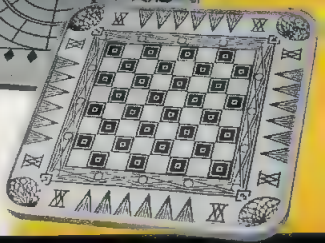
KIKIT
Action Skill-Game

NOK-HOCKEY
the indoor hockey game



Style "YP" Carrom Playboy Combination Game Board

Style "QS" Carrom Viking Combination Game Boa



BIG GAME HUNT

SPLASHO

Carrom Industries, Inc

Dolls Beautifully Dressed like real babies

7 **19-IN. BABY DOLL IN ORGANDY** She wears a pretty permanent-finish white organdy dress trimmed with net; matching baby bonnet. Full length slip, knit panties, white rayon socks, imitation leather slippers. Large Glassene sleeping eyes, real lashes. Hair molded and painted on turning head. Soft cotton-stuffed body; composition head, legs and arms. A Horsman Doll.

48 T 2433—19 in. tall. Ship. wt. 3 lbs . . $3.49

8 **15-INCH BABY DOLL.** Cotton-stuffed body, composition head, legs, and arms. Head turns. Hair molded on and tufted. Metal sleeping eyes with real lashes. She wears a dainty flock dot cotton dress, trimmed with sheer net, and matching bonnet . . a full length slip and panty underneath. White rayon socks and imitation leather slippers. A Horsman Doll.

48 T 2432—15-in tall. Ship. wt 1 lb 12 oz $2.29

9 **21-INCH BABY DOLL CRIES "MAMA" AND "PAPA."** Glassene sleeping eyes, real lashes. Composition head, legs, arms. Head turns. Body of soft cotton. Finely dressed in pink rayon coat with wide collar; pleated edge. Real baby type bonnet with ruffles. Permanent-finish organdy dress; slip, panty, socks, slippers. Hair molded, tinted on head. Baby voice says "Mama" and "Papa."

46 X 2446—21 in tall. Ship. wt. 4 lbs $5.49

10 **22-IN. BABY DOLL CRIES . . GOES TO SLEEP FLIRTS WITH YOU.** Extra large Glassene sleeping eyes roll from side to side; real lashes. Cotton-stuffed body and arms, composition head, hands, legs . . legs bent at the knees in realistic baby posture. Crying voice. Hair molded, tinted on turning head. Carefully made permanent-finish organdy dress has an embroidered bouffant skirt, lace-trimmed embroidered bib collar; pearl-buttoned in back. Matching bonnet has wide lace-framing ruffle. White lawn slip, rayon socks, imitation-leather slippers. 22 in. tall, but lightweight, soft and cuddly.

48 T 2447 22 inches tall. Ship. wt. 4 lbs. 4 oz $7.20

11 **21-IN. BABY DOLL IN PINAFORE** cries and goes to sleep. Mohair ringlet wig. Glassene sleeping eyes with real lashes. Composition head, hands and le. . . head turns. Soft, cotton-stuffed body and arms. Floral organdy dress with lace-edged collar; buttoned-on, lace-trimmed pinafore of white permanent-finish organdy. Cotton slip, panty. White socks, shoes.

48 T 2445—21 inches tall. Ship. wt. 3 lbs. 12 oz - - $5.77

Only 10% down on Toys of any kind or on any other item priced up to $10 . . see Page 112 for details

Gaily Dressed, Popular Priced Dolls...

1 16½-Inch Doll in Coat and Hat. All composition, with jointed arms, legs. Head turns, tilts. Glassene sleeping eyes, real lashes. Mohair ringlet wig on cloth foundation. Aqua rayon flannel coat is trimmed with black velveteen. Matching hat. Aqua organdy dress, undy. Socks, slippers.
48 T 2462—16½ inches tall. Shipping weight 2 lbs. 12 oz. $4.98

2 23-Inch Doll in Pinafore cries and goes to sleep. Long mohair pigtail wig on cloth foundation. Glassene sleeping eyes, long lashes. Cotton stuffed body; composition head, arms, legs. Head turns, tilts. Jointed arms, movable legs. She wears a checked woven gingham dress and panty combination, white organdy pinafore. Red felt hat; socks, shoes.
48 X 2463—23 inches tall. Shipping weight 4 lbs. $5.98

3 17-Inch Toddler Doll. All composition. Movable head, arms, legs. Glassene sleeping eyes; real lashes. Molded hair. Plaid cotton dress, panties; white sash tied in big bow. Cotton felt bonnet; socks, slippers. Plaid patterns and bonnet may vary from those shown. A Horsman Doll
48 T 2438—17 inches tall. Shipping weight 3 lbs. $3.95

4 14-Inch Toddler Doll. Made entirely of composition. Movable head, arms and legs. Glassene sleeping eyes with real lashes. Hair molded on. She wears a plaid cotton dress and matching panties; cotton felt bonnet is tied on with big bow. White socks and slippers. Plaid patterns and bonnet may vary slightly from those shown. A Horsman Doll
48 T 2436—14 inches tall. Shipping weight 2 lbs. 4 oz. $3.19

MINIATURE DOLLS IN COLORFUL COSTUMES

Start a doll collection with cunning costumed Miniature Dolls... just 6½ inches tall. They are made entirely of composition, with movable arms, painted-on eyes and mouth, mohair ringlet curls. All will stand alone

5 Princess Doll. Marlbou trim on rayon dress, felt hat. Net slip. Undy.
48 T 2582 6½ inches tall. Shipping weight 1 lb. $2.39

6 Colonial Doll. Quaint flowered print rayon dress. Felt bonnet. Undy
48 T 2581—6½ inches tall. Shipping weight 1 lb. $2.39

7 Bride Doll. White rayon dress; net veil, bouquet, net slip, undy
48 T 2579—6½ inches tall. Shipping weight 1 lb. $2.39

8 Bridesmaid Doll. Embroidered marquisette dress; felt hat. Undy.
48 T 2583—6½ inches tall. Shipping weight 1 lb. $2.39

9 Flower-Girl Doll. Rayon dress, black waist, apron. Felt hat. Undy
48 T 2580—6½ inches tall. Shipping weight 1 lb. $2.39

See Wards Convenient Time Payment Plan... See Page 112

THE LEADERS IN QUALITY AND WORKMANSHIP SINCE 1866

GONG BELL *serves the trade·wood toys of QUALITY·while doing its share in production of war materials .....*

GONG BELL *Better Bells & Toys*
MANUFACTURING CO.
EAST HAMPTON, CONN.
Room 324
200 FIFTH AVE. NEW YORK, N. Y.

More Than Just a NAME!

"FAIRWAY"
STUFFED TOYS and NOVELTIES
At Popular Prices

In recognition of the loyalty of the many buyers whose consistent orders year after year have made our present production possible, we are duty bound to supply their requirements first. This is the *fair way*.

We sincerely hope to soon be in a position to fill the requirements of the many new and valued outlets who have expressed a desire to purchase our line.

FAIRWAY NOVELTY CO.
18-20 East 18th Street, New York, N. Y.

Pla-Doll Furniture Is Sold Out For 1944

We make this announcement with a mixture of pride and regret. Pride—because, even by today's capricious standards, a product has to be more than pretty good to reach a sold-out condition in just a few months. . . . Regret—because we cannot supply our coast-to-coast host of dealers whose recognition of the outstanding quality of PLA-DOLL upholstered toy furniture has helped make this line the leader in its field. But—given favorable conditions, we'll make it up to them in 1945. We're bending our every effort in that direction with all the resources we can command.

DOLL FURNITURE CORP.
348 IRVING AVENUE BROOKLYN 27, N. Y.
Show Room: Room 315, 200 Fifth Avenue, New York

Start your letter right: "I saw your ad in PLAYTHINGS."

Hollywood's Newest Star!

Josie

NODS HER NOGGIN AS SHE ROLLS

Chicago Midsummer Market buyers gave "JOSIE" top billing during the July show. To accommodate the increased demand we have stepped up production so that we can still guarantee IMMEDIATE DELIVERY!

- Rugged heavy body and wheels; secure joints.
- Colorfully enameled brilliant blue body and flaming red wheels.
- Floppy, comical yellow ears.
- Brilliant, eye-catching full-color container.

New Ownership Pledges:
- ethical dealings.
- best quality toys.
- prompt service.

"WAGGSIE"

He wags as he wiggles as he walks! Pull "WAGGSIE" by his leash and he behaves like a frolicking puppy. *F. O. B. factory. 2% — 10 days.* Packaged 25 to a carton. [illegible] lbs.

Hollywood Specialty Co.

★ 3028 Sunset Boulevard ★

Mc Clurg's *Centennial*

CELEBRATING 100 YEARS OF SERVICE TO THE TRADE

1844 - 1944

The house of McClurg's wishes to extend its gratitude and appreciation to those, both customers and sources of supply, who have made this long and successful history possible. Today, McClurg's, continuing its time-tested policies of fair dealing, looks to the future confidently, ready to serve America for another century.

("McClurg's Centennial," a brochure devoted to the history and present day activities of the company, is available. If you wish a copy, please write.)

A. C. McCLURG & CO. Wholesale CHICAGO

"SWEETIE PIE"

This Year's Outstanding Success

An **EFFANBEE** Product

FLEISCHAKER & BAUM, INC.

200 FIFTH AVENUE, NEW YORK 10, N. Y.

RIEMANN, SEABREY CO.

INCORPORATED

DIRECT FACTORY SALESMEN

1107 BROADWAY (At 24th St.)
NEW YORK 10, N. Y.

Featuring
America's Leading Toy Lines

★ ★ ★ ★ ★ ★ ★ ★

BUY MORE
WAR BONDS and STAMPS

Ideal

Popular

"PIN-UP GIRL"

This lovable, soft stuffed floppy doll is almost as tall as a four year old child. Dressed like the peppy "solid-sending" teen agers, she's been a terrific hit for months.

RETAILS FOR $15.95

Very Limited Quantity

AS FEATURED IN FULL PAGE PHOTO IN LIFE NOV. 29, 1943

OUT SOON! IDEAL'S SENSATIONALLY NEW PLASTIC TELEPHONE... WATCH FOR IT!

IDEAL NOVELTY AND TOY COMPANY

200 FIFTH AVE., NEW YORK 10, N. Y.

Just A Few Of Knickerbocker's
Famous Trade Marked Names

"CUDDLE" ANIMALS
"FLUFFY" ANIMALS
"PUDGY" ANIMALS
"SLEEPY HEAD" DOLLS
"SLEEPY HEAD" ANIMALS

Our New Feature

"LITTLE LULU"

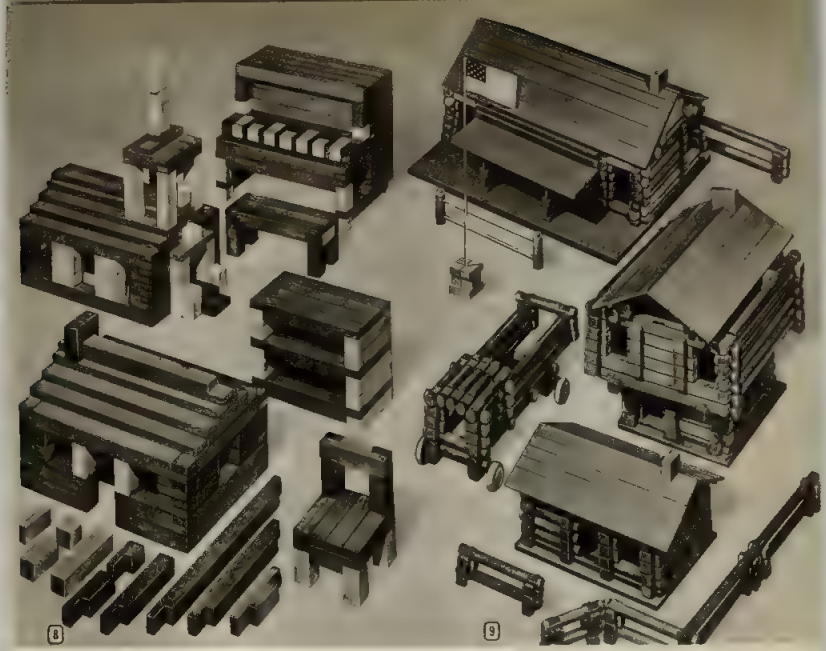
Famous Cartoon Doll of the Saturday Evening Post
will be ready soon.

Reproduced by permission of Margé

America's Premier Line of Stuffed Toys

KNICKERBOCKER TOY CO., Inc.

200 FIFTH AVENUE NEW YORK 10, N. Y.



Bizzy Bilding Blocks... Lincoln Logs

8 BIZZY BILDING BLOX " Interlocking building blocks of smoothly finished wood in bright primary colors: Red, Yellow and Blue, dyes are harmless. Blocks in seven lengths ranging from 3/4 to 4 1/16 in. They overlap perfectly and interlock at corners for more rigid construction. Models stand firmly. Blocks are standard in all sets . . additions easily made. Folder of building suggestions included. Construction possibilities are unlimited. Young builder can erect mode, houses, wayer towers piano, tables chairs anything his imagination suggests Packed in sturdy boxes

48 T 683— 55 Block Se Shipping weight 2 lbs. 94c

48 T 684— 81-Block Set. Shipping weight 3 lbs. 4 oz $1.33

48 T 685 .76-Block Set. Shipping w ight 6 lbs. 8 oz 3.55

PAY FOR YOUR ORDERS ON CONVENIENT MONTHLY TERMS . . . SEE PLAN, PAGE 112.

9 ORIGINAL LINCOLN LOGS. Round logs of seasoned hardwood, stained brown to resemble rough hewn logs and waxed to a smooth durable finish. Notched ends easily fitted together; buildings stand firm. Build pioneer settlements with cabins and blockhouses . . . or ranches with corrals and a chuck wagon. Log diameter, 3/8 in.; lengths, 1 5/16 to 16 3/16 in. New sets added each year increase construction possibilities. Attractively packaged.

334-PIECE SET Roof planks, gables, chimneys, fence sections, 4 red wheels, axles, flagpole and reproduction of the American Flag of 1812. Set builds cabin, blockhouse, pony express station and bridge at one time

48 T 526—Instruction and model book included. Ship. wt. 10 lbs. $4.25

177-PIECE SET Includes roof planks, gables, chimney, 4 red wheels, axles

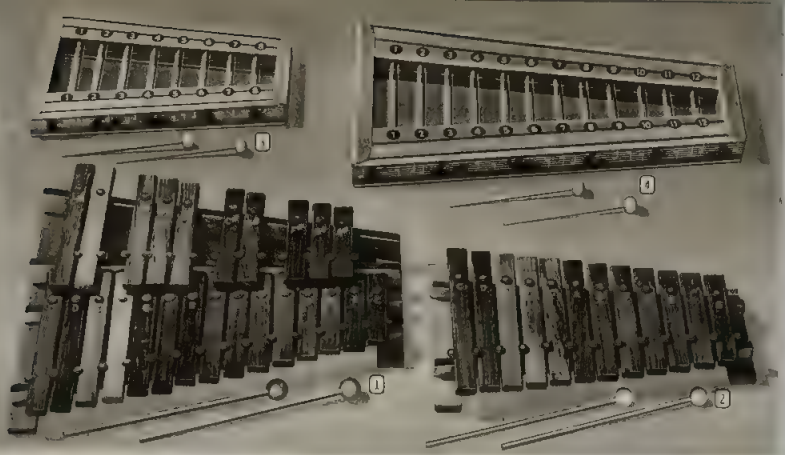
48 T 523—Instruction and model book included. Ship. wt. 7 lbs. . . . $2.98

Krazy Ikes . . . Bright Construction Toys That Are Funny . . . Easy to Make

10 KRAZY IKES. The simplest of construction toys . . child can make funny figures such as Sneaker and Bowler-Ike shown below. He can start with a roly-poly body, push in a head, a couple arms, legs and feet Patented ball and socket joints make assembly easy No tools or glue needed. Smoothly finished hardwood pieces in bright Red, Yellow and Blue

durable, harmless colors. They are fun and give child a chance to use imagination in creating figures. Their cheery colors and amusing shapes provide hours of entertainment for child who has to stay in bed. Set includes 6 bodies, 8 heads, 8 feet, 36 arms and legs. Instructions for making 32 Krazy Ikes.

48 T 2 - 55 Pc. Krazy Ike Set. With instruction sheet. Ship. wt. 1 lb. 77c



Accurately Tuned Toy Xylophones

ROSEWOOD KEY XYLOPHONES . . . are more than just toys . . . they're made by Deagan, the world famous manufacturer of fine marimbas for real orchestras! The tone bars are made of the same quality natural-finish South American Rosewood as expensive concert marimbas . . . the wood is aged to give it resonance . . . makes these instruments capable of producing unusually good musical tones. Each tone bar is individually tuned for accurate pitch. The sturdy wooden bases are attractively painted in bright Red. Simple melodies are included in the instruction books . . . the musical notes are lettered to correspond with the letters on the tone bars . . . makes it easy and fun for children to play real tunes. Each instrument is complete with one pair of wooden mallets, music and instruction book. Listed below in two sizes.

(1) 25-BAR DEAGAN CHROMATIC XYLOPHONE. 25 notes . . . two octaves . . . C to C in Chromatic Scale, 16½ inches long. Instruction book with simple melodies and one pair of wooden mallets included with instrument.
48 T 3686—25-Bar Xylophone. Ship. wt. 5 lbs. $8.50

(2) 12-BAR DEAGAN DIATONIC XYLOPHONE. 12 notes, one and one half octaves C to G in the Diatonic Scale. 14 inches long. Instruction book with simple melodies and one pair of wooden mallets included with instrument.
48 T 3695—12-Bar Xylophone. Ship. wt. 2 lbs. $4.49

GLASS KEY XYLOPHONES. These low priced instruments are sweet-toned, clear and accurately tuned. The glass-tube tone bars of varying length are suspended in a sturdy cardboard frame. You'd think them fragile . . . but actually these toy xylophones are very practical and hardy. The glass tubes are hard to break . . . and when struck they produce tones of extremely sweet musical quality. Music for simple tunes, like *Jingle Bells . . . Sweet and Low* and Brahms' Cradle Song are included. Lots of fun to play and easy for children to learn because the musical notes are numbered to correspond with the numbers on the tone bars. Each instrument is complete with a pair of wooden mallets, music and an instruction book. Listed below in two sizes.

(3) EIGHT-KEY TOY XYLOPHONE. Tuned in the Diatonic Scale through one octave. 12½ inches long. Single sheet of music, instructions and one pair of wooden mallets included with instrument.
48 T 3691 -8-Key Xylophone. Ship. wt. 1 lb. 2 oz. 87c

(4) TWELVE-KEY TOY XYLOPHONE. Tuned in the Diatonic Scale through one and one-half octaves. 18½ inches long. 4-page booklet of music, instructions and a pair of wooden mallets included with instrument.
48 T 3692 12-Key Xylophone. Ship. wt. 2 lbs. $1.43

You can include Musical Toys in your Time Payment Order . . . read about the 'Add-on' feature, Page 112.

TOY PHONOGRAPH . . . REAL UKULELE . . . NATIONALLY KNOWN PLASTIC BUGLE

(5) TWIN-A-TUNE TOY PHONOGRAPH. Play it by hand, simply turn the revolving table! It's easy for a child to play his own records. Good reproducing qualities, very little practice produces unusually pleasing results. Made almost entirely of wood nicely finished in bright red; decorated red fibre board horn, revolving table covered with suede-like cloth. Plays records up to 10 in. Three phonograph needles included. (No records See juvenile records on opposite page.)
48 T 3641 Ship. wt. 4 lbs. $3.49

(6) UKULELE—Fun for children . . . or to accompany singing. Hardwood body, 2-tone lacquer finish with nautical design. Good quality strings. Metal frets. Three position dots. Regular felt pick. Self teaching instruction book included. 57 chords and 15 favorite songs.
51 T 1072– Ship. wt. 4 lbs. Standard Size . . . $1.98

LA PREFERITA UKE STRINGS. Professional quality cut for best tone. Set of Four
51 X 2318—Ship. wt. Pkg., 3 oz. 33c

(7) OFFICIAL PLASTIC BUGLE—used by the Army, Navy and Boy Scouts. Easy to play—ideal for use in schools. Tone quality and range are equal to that of finest brass bugles. Weighs only half as much as metal bugles. Practically unbreakable. Olive drab plastic won't discolor, dent or corrode. No polishing. Washable. Key of G, slide to F. Full length 18 inches. Diam. of bell 4½ in. Instruction book containing 25 bugle calls and 10 marches included.
51 X 522—Ship. wt. 1 lb. 8 oz. $6.75

MARY RYAN *presents* DOLLS

by Madeleine Frazier

La Madelon Dolls appeal to grown-ups as well as to children of all ages.

No. 17—Mimi—Suzette—Madeleine—costumed in hand-made crocheted wool—pink, blue, white—11" high $5.00 each retail.

No. 8—Skating Doll—White crocheted wool dress with red or green felt jacket and hat—11" high, $6.00 each retail.

SKATING DOLL

THESE AMERICAN-MADE DOLLS ARE COSTUMED WITH A FRENCH TOUCH THAT GIVES THEM ELEGANT CHIC. THE DOLLS CAN BE DISROBED AND THE COSTUMES ARE EXQUISITELY MADE FOR TUBBING OR DRY CLEANING. THE DOLLS ARE OF COMPOSITION WITH MOVABLE LIMBS. THEIR WIGS ARE CAREFULLY SELECTED FOR QUALITY AND COLOR AND EACH IS BEAUTIFULLY COIFFURED.

No. 19—Character Dolls—English, Dutch, French, American, Italian, and Red Cross Nurse—11" high, $6.00 each retail.

Each group shown is sold in minimum quantity of one dozen assorted.

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Marge's

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Paramount's Famous Studios present 8 LITTLE LULU Animated Cartoons in Technicolor yearly

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LITTLE LULU Tie-ups in dolls, books, greeting cards, and many other children's articles

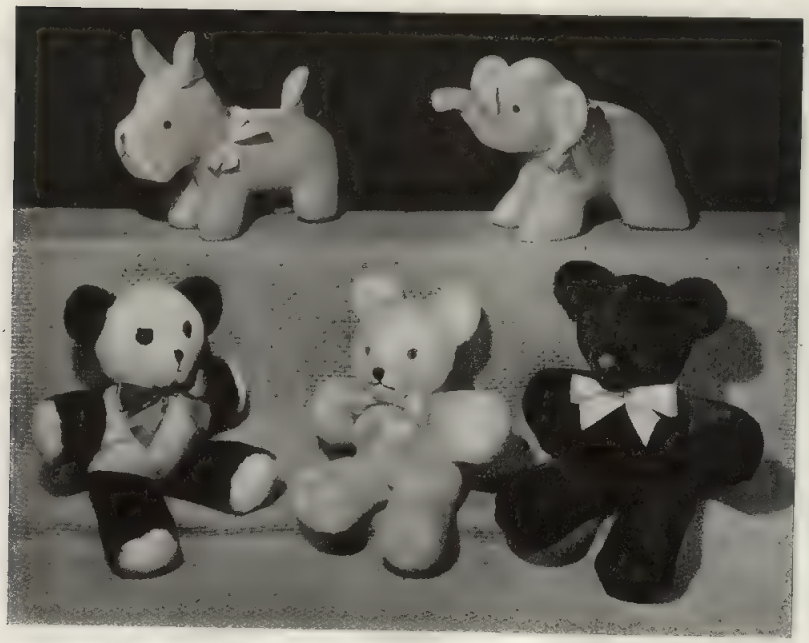
Kleenex LITTLE LULU Color comic strip half page advertisements reach 25,000,000 monthly

Another great character from-

Are you ready — With a line exclusively yours for the coming era of healthy business competition?

WILLIAM C. ERSKINE

Don't delay — Apply for exclusive contract rights for LITTLE LULU to-day!



An Unretouched Photograph

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- A large variety of styles and sizes.
- Made to high standards of material and workmanship.
- Popular prices throughout.
- The right price for every class of trade.
- Ready to take care of your Holiday requirements.

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THE "ANIMATED" WOODEN TOY SENSATION

MERIGO

Triple Action PULL-TOY

it ROLLS *as it* BUCKS *as it* TURNS

MERIGO will take the youngsters by storm . . . they'll go wild about this merry-go-round that's pulled by a rollicking and cavorting zebra!

And MERIGO will stand a lot of childish abuse. It's sturdily constructed . . . built for wear and tear and plenty of play! Here's a colorful toy that means fun and educational entertainment for the kiddies—profits and satisfied customers for you.

Let this new animated toy sensation be your sales-leader for the Holiday season, and year-round selling. It's just in time . . . and the kind of pull-toy the youngsters want!

Look at These Big Features!

- ★ Sturdy, durable construction
- ★ Bucking zebra
- ★ Multi-colored figures on carousel
- ★ Bright yellow chassis
- ★ Bright red wheels that turn smoothly
- ★ Strong pull-cord with button

Place your order NOW to get your delivery on time. MERIGO is individually boxed, and packed in master cartons of two dozen.

$18.00
PER DOZEN
(Minimum 2-dozen order)

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PLAYETTE PHONE

Brilliant Two-tone LACQUER COLORS

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Just like a REAL PHONE

IMMEDIATE DELIVERY

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Tops in PLAY APPEAL!

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The Sales Sensation Throughout The Nation!

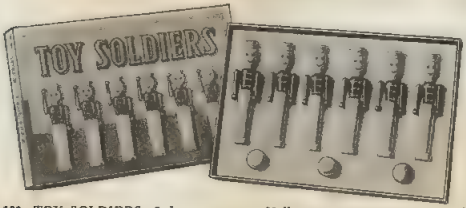
STANDARD MODEL No. 650—Sturdy construction of wood plastic composition. Rotating, two-way action dial that "clicks." Lustrous two-tone assorted lacquer colors. Individually boxed in "window" containers. Packed 7 doz. to carton, weight 40 lbs. For immediate delivery, order NOW!

Your cost $9.00 per doz. 2/10 E.O.M.

PLAYETTE CORP., 11 WEST 42nd STREET, NEW YORK 18, N. Y.

RUSSELL'S GAMES and TOYS

TOY SOLDIERS

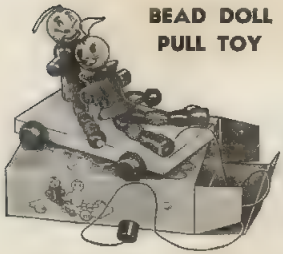


No. 190—TOY SOLDIERS—2 doz. to carton—30 lbs. . $1.25

Six wooden soldiers—6½ inches tall—brightly finished movable arms. Three balls one each Red, White and Blue Box size, 14½ x 9½ x 2 inches. A toy of enduring delight and versatility

★ ★ ★

BEAD DOLL PULL TOY



No. 180—BEAD DOLL PULL TOY—6 dozen to carton—32 lbs..... $1.00

Two brightly finished Bead Dolls on a low-slung, four-wheeled gig. Dolls removable to play with separately. Gig may be used to transport various and sundry merchandise to "his little heart's content." Strong and durable. One to a lithographed carton.

LIBRARY of GAMES

No. 550—LIBRARY of GAMES $1.00
No. 550B—LIBRARY of GAMES .... .75

Each 3/6 dozen to carton—20/40 lbs. Eager hands reach for Russell's Big-Little Library of Card Games. It has won the hearts of America's little folk. Eleven different, old-favorite games played with these six sets. Barrels of fun. Big play value in this delightful little package.

Also—Crib-Ino—Crossword Letters—Flip Jack
Jumping Jimminy—Old Maid, etc.
Teething Toys—Pacifiers—Rattles—Bead Dolls

WE CAN SHIP THESE ITEMS AT ONCE

RUSSELL MFG. CO., Leicester, Mass.

Strathmore

TO BUYERS from SANTA!

No, my pre-Christmas mail isn't very heavy yet... BUT already letters from boys and girls are mentioning "PETER RABBIT the Magician"! I know from long experience those requests will increase fast. So, please, Mr. Buyer, be sure to have plenty of these fascinating magic sets on hand.

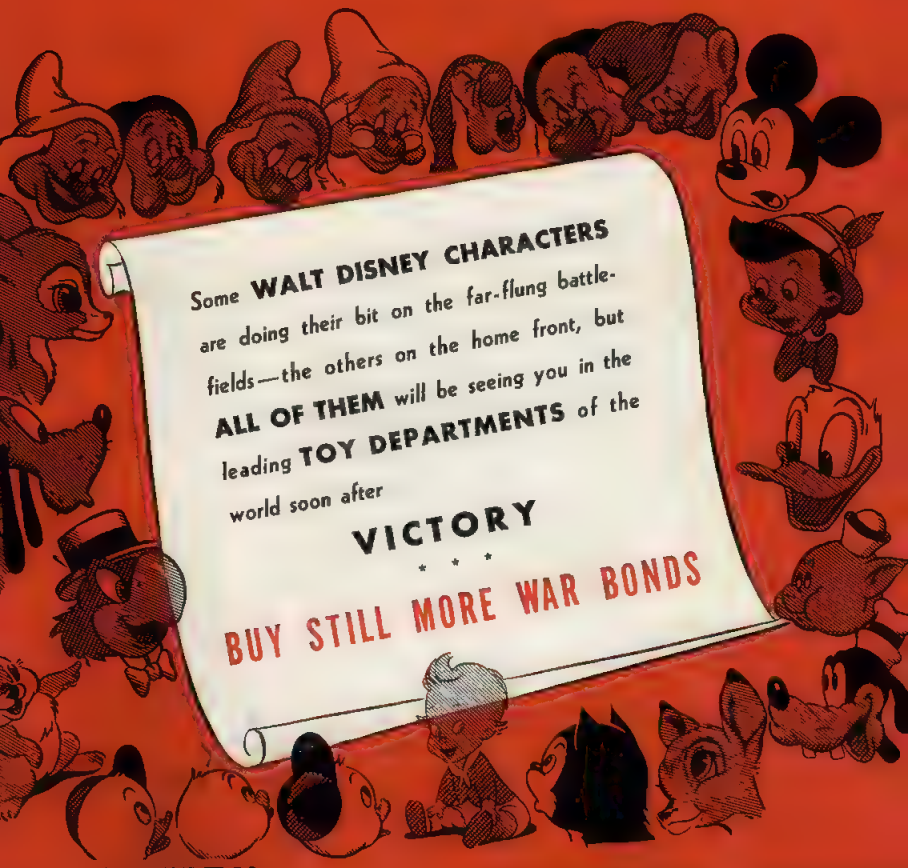
Magic Show

PLAYTHINGS

the national magazine of the toy trade

SEPTEMBER, 1944

MEMBER AUDIT BUREAU OF CIRCULATIONS


Some WALT DISNEY CHARACTERS
are doing their bit on the far-flung battle-
fields—the others on the home front, but
ALL OF THEM will be seeing you in the
leading TOY DEPARTMENTS of the
world soon after
VICTORY
* * *
BUY STILL MORE WAR BONDS

KAY KAMEN . . . . 1270 SIXTH AVE., NEW YORK

Representing WALT DISNEY PRODUCTIONS

Hard-to-break Plastic Tea Sets

COMPLETE PLASTIC TEA SETS. Everything that a young hostess needs for her entertaining . . . from the all-important teapot to finishing touches like pretty paper napkins. Her afternoon party table will be so attractive and she will enjoy pouring "tea" for her little friends and favorite dolls with one of these colorful sets. They are made of practically unbreakable plastic that will stand up under ordinary accidental dropping, etc. The bright fiesta colors . . . Red, Orange, Ivory and Blue . . . are particularly appealing to children. Colors will not chip off . . . they are molded right into the plastic . . . not just painted on. Plates are four inches in diameter and all pieces are sized proportionately. Teapots are 4½ inches high with covers, and loaves even the sugar bowls have covers. Knives, forks and spoons are made of plastic, too, safer for little tots to handle. They are decorated with beaded design around the edges of handles. Attractive paper party napkins are included with each set. Sets are listed below in three sizes . . . service for two, four and six.

47-Piece Tea Set $2.15

3 Complete plastic tea service for six. In combination of bright fiesta colors . . . Red, Orange, Ivory and Blue. Set fully described in paragraph above. Includes following pieces

Six each Cups, Saucers
Six 4-inch Cake Plates
One Teapot with Base and Cover
One Sugar Bowl with Cover
One Cream Pitcher
Six each Knives, Forks, Spoons
Six Paper Napkins

48 T 369—47 Pc. Tea Set. Ship. wt. 2 lbs. . $2.15

33-Piece Tea Set $1.59

4 Complete plastic tea service for four. In combination of bright fiesta colors . . . Red, Orange, Ivory and Blue. Set fully described in paragraph above. Includes following pieces.

Four each Cups, Saucers
Four 4-inch Cake Plates
One Teapot with Base and Cover
One Sugar Bowl with Cover
One Cream Pitcher
Four each Knives, Forks, Spoons
Four Paper Napkins

48 T 367—33 Pc. Tea Set. Ship. wt. 1 lb. 8 oz. $1.59

19-Piece Tea Set $1.15

5 Complete plastic tea service for two. In combination of bright fiesta colors . . . Red, Orange, Ivory and Blue. Set fully described in paragraph above. Includes following pieces

Two each Cups, Saucers
Two 4-inch Cake Plates
One Teapot with Base and Cover
One Sugar Bowl with Cover
One Cream Pitcher
Two each Knives, Forks, Spoons
Two Paper Napkins

48 T 368—19 Pc. Tea Set. Ship. wt. 1 lb. . $1.15

Finest Juvenile Furniture You Can Buy

The finest children's furniture made today—superior in quality to any we offered even before the war. Heirloom quality construction . . . made to hand down from generation to generation. Only selected hardwoods used . . . free from knots, sap stains. Finely finished by workmen skilled in making fine furniture for adults. Table legs have corner block construction—held with nut and bolt; won't loosen or wobble. Pennsylvania Dutch chairs have firm wood dowel corner assembly. Covered seats screwed on. Tables shipped with legs detached. Easily assembled by tightening 4 bolts. *Mail-able.*

1 CHILD'S PENNSYLVANIA DUTCH TABLE AND CHAIRS. Select hardwood with Maple finish. Decorated with colorful Pennsylvania Dutch designs. Table top 20x27 in.; 20 in. from floor. 2 chairs have bright Blue artificial leather seats, 13½x12 in.; 12 in. from floor; 23 in. high overall. Smooth steel gliders on table, chair legs.

48 T 3470Y—3-Pc. Set. Ship. wt. 34 lbs. . . . $19.95

2 CHILD'S TABLE AND CHAIR SET. Soft sandstone finish (light Ivory color). Hardwood throughout. Colorful Pennsylvania Dutch decorations. Table top 20x27 in.; 20 in. from floor. 2 chairs have bright Red artificial leather seats, 13½x12 in.; 12 in. from floor; 23 in. high overall. Table and chair legs have smooth sliding steel gliders.

48 T 3469Y—3-Pc. Set. Ship. wt. 34 lbs. . . . $19.95

3 OUR MOST POPULAR SET. Beautiful, selected Oak and Elm; varnished and hand-rubbed 3 times to produce satin-smooth finish and enrich golden beauty of the wood. Table top 20x27 in., 20 in. from floor. Chair seats 13½ x 12 in., 12 in. from floor. Ht. overall 23 in. Table, chair legs have steel gliders for ease in moving.

48 T 3485Y—3-Pc. Set. Ship. wt. 34 lbs. $17.95

LITTLE TOT'S SEMI-PORCELAIN TEA SET—JUST LIKE MOTHER'S

4 RED PLASTIC KNIFE, FORK AND SPOON SET. Service for Four. Real looking little knives, forks and spoons . . . 4 of each with beaded pattern around the edges of the handles. Pieces are about 3⅛ inches long. Packed in cloth roll.

48 T 30—Service for Four. Ship. wt. 4 oz. . . . 39c

USE YOUR CREDIT . . . SEE PAGE 112

5 TOY SEMI PORCELAIN TEA SET. It will be a thrill indeed for any little girl to own this set. Made by manufacturer of fine adult dinnerware; it is the same excellent quality semi-porcelain with the same lustrous glazed finish. New modern shapes . . . delicate Eggshell body with wide pastel bands—Green, Yellow, Pink and Blue—one cup, saucer and plate in each color. Generously sized for actual serving—Teapot 5⅛ in. tall, pictee 6½ in. across, others in proportion. Set includes Teapot with cover, open Sugar Bowl, Cream Pitcher and 4 each, Plates, Cups and Saucers.

48 T 352—16-Piece Tea Set for Four. Shipping weight 4 lbs. 4 oz. $2.89

YOUR UNIVERSAL TOY JOBBER CAN SHIP IMMEDIATELY

No. A-1 Martin B-26 Bomber Kit

Our distributors have been wonderfully cooperative and patient during the trying period when "shortage" was the great cry. But, by equitably distributing our toys as fast as they came off the assembly line we were able to keep everybody happy.

Now . . . with holidays in the offing, you can order UNIVERSAL TOYS and be assured that your jobber will deliver.

6 "Build-it-Yourself" CONSTRUCTION KITS

Faithful replicas, brilliantly colored. Made of wood and laminated cardboard. All parts completely prefabricated, ready to assemble.

12 FAST SELLERS

With so much "EYE-APPEAL" —such beauty of color . . . such up-to-the-minute toy styling . . . is it any wonder that UNIVERSAL TOYS have been . . . AND ARE . . . such dependable sellers the whole year 'round?

UNIVERSAL TOY & NOVELTY CO.

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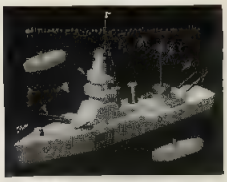
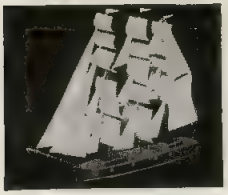
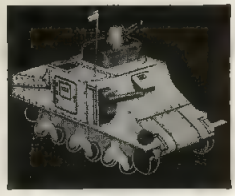


No. B-3—Cruiser Chicago and 2 Convoys

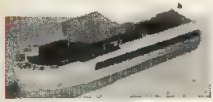


No. B-5—Square Rigger Half Boat Kit

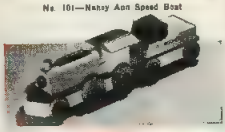


No. T-1—General Grant Tank Kit

No. 100—Junior Express

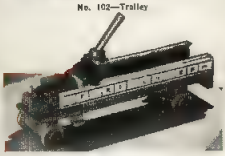


No. 101—Nancy Ann Speed Boat



6 COMPLETELY ASSEMBLED PULL TOYS IN FULL COLOR

No. 102—Trolley



No. 104—Fire Chief

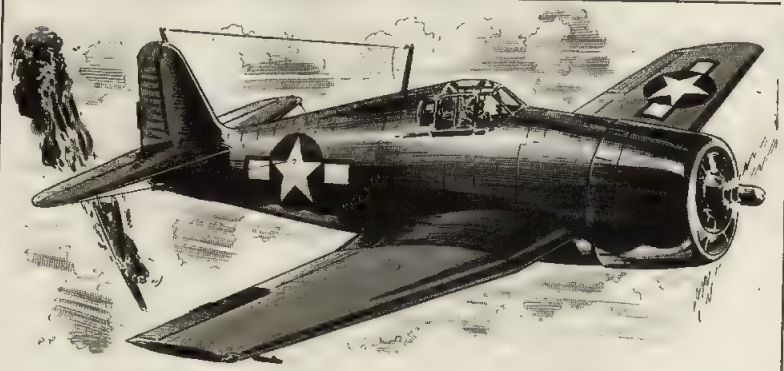
No. 105—Universal Truck

Demand Will Be Greater Than Ever This Fall for

CLEVELAND MODELS

"THE MODELS THE MEN IN THE AIR FORCES BUILD"

Stock Up Now While Jobbers' Stocks Are Complete



Three Choice Groups for Satisfying Every Builder's Taste!

C-D Master Group Kits are packed in beautiful Star-Spangled Red, White and Blue Boxes

20 C-D MASTER FLYING GROUP KITS

(All famous World War II Planes)
Retailing from $3.00-$7.50

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Wide Assortment of Experimental Types—Gas—Gliders—Line Control and Beginners Kits—Retailing 25c to $4.50.

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"World's Largest Manufacturers of Quality Model Aircraft . . . Since 1919"

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A "Ziober Creation"

Miss PRETTIE CLAUS

The Perfect Doll For Fall And Holiday Promotion

Here's a new, originally styled Doll that "has everything." Colorful, appealing, it is just right for a bang up special that will build Fall and Holiday business.

Suggested Retail Price

$3.98

- 19" high—soft and cuddly.
- Pressed cloth face—pert, lifelike expression
- Smooth, scarlet brushed fleece material
- Golden blonde hair-do

ORDER TODAY—Standard Trade Discounts

Material on hand for every accepted order. Hurry your order for this outstanding Doll Value Today!

St. Nick's Workshop, Inc.

SANTA CLAUS BLDG.

2419 W. DIVISION ST. CHICAGO 22, ILL.

Going Like Crazy

R---E---L---A---X---!

Play Darts

After a day when everything has gone berserk—dart back to normal the easy, entertaining way. Relax and have fun . . . enjoy the tonic of exciting, competitive games and the mild exercise they make you take.

An hour or two with Wilson's Super-Dart Games is time well spent—for your nerves! Next day you feel more refreshed and ready to meet come what may.

DART-BOWL

CARDART

Darts Black Jack and Poker combined. Size 24 x 40". Fully equipped

PAR-DART

Darts and Golf combined. Appeals to golfers. Size 24 x 40". Fully equipped

SPELDART

Combines darts and a classic spelling game. Size 24 x 30". Fully equipped

WILSON HAS THE GAMES... YOU HAVE THE FUN

Chances are you won't be going to Florida on your A card this winter, so better plan now for a long confinement . . . at home. Last winter, thousands of families found that Wilson's Super-Dart Games are swell wartime medicines. Something the whole family loves to take!

Get yours now (*do your Christmas shopping early, too*) Choose from Wilson's Dart-Bowl, Cardart, Speldart, Dic-dac-dart and many others. All sturdily made, complete with accessories.

Clubs, churches, service centers, etc., will appreciate your gift of one or more Super-Dart Games.

Sold by leading sporting goods, hardware and department stores everywhere. Insist on Super-Dart Games with the name "WILSON."

Wilson Sporting Goods Co., 2037 North Campbell Ave., Chicago 47, Illinois. Offices in New York and other leading cities.

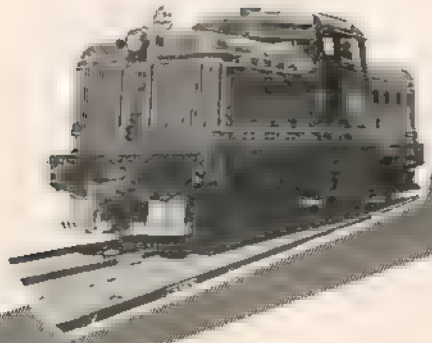
Wilson SUPER-DART GAMES

BY THE MAKERS OF WILSON SPORTS EQUIPMENT

Note: We show you above the smart type of advertising we are doing to help you sell lots of Wilson Super-Dart games at Christmas gifts. Have you stocked up? Wilson Sporting Goods Co., 2037 North Campbell Ave., Chicago 47, Ill.

We will appreciate your courtesy in mentioning PLAYTHINGS.

Buy War Bonds Now



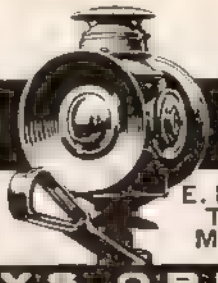
Tops in Transportation

With the greatest transport record in history, the railroads of America, all united for victory, have proven that they are tops in transportation.

Railroads in World War II didn't have to catch up with the procession but definitely lead in the parade in stepping up the tempo of war production which, with our growing military might, is turning our efforts into victory.

When it comes to speedy mass transportation, 'round the clock, one of the important links is the matter of interchange of freight cars. Through the Peoria Gateway flow thousands of cars of war necessities and civilian freight and the P. & P. U. Ry. interchange classifies the cars and speeds them on to destination. Just as we are performing this function now at war, so shall we continue to perform it in peace.

"One of America's Railroads—All United for Victory"



PEORIA AND PEKIN UNION RAILWAY CO.

UNION STATION - PEORIA, ILLINOIS

SWITCHING SERVICE BETWEEN: Peoria & Pekin Union Ry.; Chicago, Rock Island & Pacific Ry., Chicago & North Western Ry.; Chicago & Illinois Midland; Illinois Terminal Railroad Co., Inland Waterways Corp., Minneapolis & St Louis Ry., Alton Railroad Atchison, Topeka & Santa Fe Ry; Illinois Central R R., Pennsylvania Railroad; Peoria Terminal R R., Chicago, Burlington & Quincy Railroad, New York, Chicago & St Louis Railroad, Cleveland, Cincinnati, Chicago & St Louis Ry Peoria & Eastern, Toledo, Peoria & Western R R

E. F. STOCK
TRAFFIC
MANAGER

PEORIA GATEWAY - ALWAYS OPEN

Docket of the Commission

NOTE—Items in the docket marked with an asterisk (*) have been added since the last issue of THE TRAFFIC WORLD. *New assignments now on the Commission's docket of dates later than herein shown will not bear asterisks when they do appear. Current cancellations and postponements announced too late to show the change in this docket will be noted elsewhere.*

October 30—Birmingham, Ala.—Thomas Jefferson Hotel—Examiner Weems:
29178—Berman Bros. Iron & Metal Co. vs. A. G. S. et al.

October 30—Denver, Colo.—Shirley-Savoy Hotel—Examiner Freidson:
I. & S. M-2465—Petroleum products, Wyo. points to Colo. points.

October 30—Detroit, Mich.—Hotel Ft. Shelby—Assistant Director Snow:
W-751—Commercial Barge Lines, Inc., extension, automobiles.

October 30—Knoxville, Tenn.—U. S. Ct.—Examiner Yardley:
MC 97 Sub. 1—Fireproof Storage and Van Co., Inc., Knoxville, Tenn., certificate to extend operations.
MC 105213—Sutton Transfer & Storage Co., Maryville, Tenn., certificate.

October 30—St. Louis, Mo.—Mark Twain Hotel—Examiner Cantrell:
MC 57771 Sub. 6—Hinson Truck Equipment Mo., Centralia, Ill., certificate to extend operations.

October 31—Birmingham, Ala.—Thomas Jefferson Hotel—Examiner Weems:
I. & S. 5323—Class Rates between A. & S. A. B. Ry. and west.

October 31—St. Louis, Mo.—Mark Twain Hotel—Examiner Cantrell:
MC 72958 Sub. 1—Day Transfer Co., Cape Girardeau, Mo., certificate to extend operations.

October 31—Washington, D. C.—Examiner Jordan:
* Finance 14731—Application of N. Y. O. & W. for authority to purchase steam railroad properties of Rome and Clinton R. R., in New York.

November 1—Billings, Mont.—City Hall—Jt. Bd. 84:
MC 104288 Sub. 2—Hollar Transport, Billings, Mont., certificate to extend operations.

November 1—Brooklyn, N. Y.—Hotel St. George—Examiner Schutrumpf:
MC-C 407—Great Atlantic & Pacific Tea Co. vs. Ontario Freight Lines.

November 1—Chicago, Ill.—Morrison Hotel—Asst. Director Snow:
FF-162—Fashion Fast Freight.

November 1—Indianapolis, Ind.—U. S. Ct.—Examiner Higgins:
MC-F 2596—R. Marcuccilli et al., control; Marion Trucking Co., Inc., purchase Harwood Trucking, Inc., and Jaqua Transit Lines, Inc.

November 1—St. Louis, Mo.—Mark Twain Hotel—Jt. Bd. 135:
MC 105190—R. H. Hake, Hoyleton, Ill., certificate.

November 1—Philadelphia, Pa.—U. S. Ct.—Jt. Bd. 67:
MC C 410—Needham's Motor Service, Inc., vs. Casper's South Jersey Express

November 2—Billings, Mont.—City Hall—Jt. Bd. 123:
MC 88701 Sub. 2—C. Greening, Laurel, Mont., to extend operations

November 2—Brooklyn, N. Y.—Hotel St. George—Examiner Schutrumpf:
MC 27578 Sub. 1—Baldwin Transportation Corp., New York, N. Y., certificate to extend operations.
MC 95042 Sub. 3—M. Godick, Brooklyn, N. Y., permit to extend operations.

November 2—Chicago, Ill.—Morrison Hotel—Asst. Director Snow:
FF-78—Truck-Rail Terminals, Inc., freight forwarder application.

November 2—Cincinnati, O.—Gibson Hotel—Jt. Bd. 62:
MC 103780 Sub. 6—O. Maxwell Co., Cincinnati O., permit to extend operations.

November 2—Cincinnati, O.—Gibson Hotel—Examiner Cantrell:
MC 1222 Sub. 6—Reinhardt Transfer Co., Portsmouth, O., certificate to extend operations

November 2—Fort Worth, Tex.—Texas Hotel—Examiner Borroughs:
I. & S. M-2304—Oil field equipment and supplies.

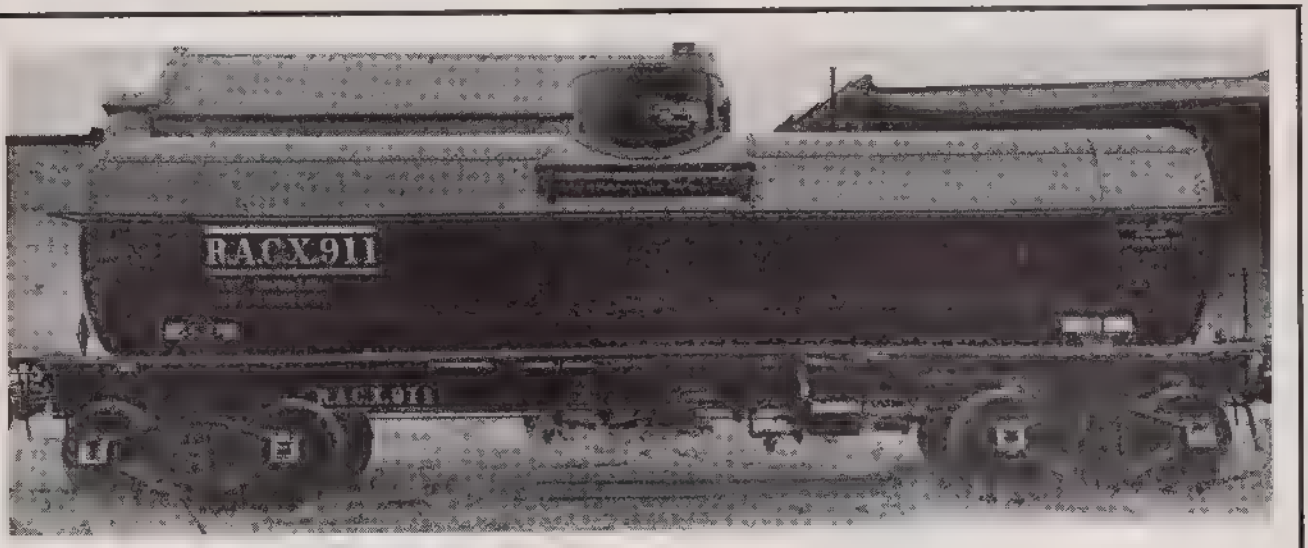
November 2—Washington, D. C.—Commissioner Mahaffie and Assistant Director Boles:
Finance 14692—Appl. C. & O. to acquire properties of Norfolk Terminal and Transportation Co. and authority to assume obligation and liability in respect of payment of principal and interest on $500,000, principal amount of First Mortgage 5% Gold Bonds of Norfolk Terminal and Transportation Co. Suppl. Appl. of Allegheny Corp (as company controlling C. & O.) joining for authority to acquire properties of Norfolk Terminal and Transportation Co

November 2—Philadelphia, Pa.—U. S. Ct.—Examiner Kephart and Jt. Bd. 67:
MC 21866 Sub. 18—West Motor Freight, Boyertown, Pa., certificate to extend operations.
MC 105287—M. Melchiondo and R. Hirst, Trenton, N. J., certificate.

November 2—Washington, D. C.—Commissioner Porter and Examiner Brennan:
MC-F 2583—Greyhound Corp., investigation of control, Southern Limited, Inc.

November 3—Brooklyn, N. Y.—Hotel St. George—Examiner Schutrumpf:
MC 95253 Sub. 6—Weidberg Delivery Service, New York, N. Y., certificate to extend operations.

(Continued on page 1136)



FOR SALE Tank Cars, 6000, 8000, and 10,000 gallons capacity, now operating in revenue service, in good mechanical condition, meeting all I. C. C. and A. A. R. requirements—available for immediate delivery.

RAILWAY ACCESSORIES COMPANY

4100 CAREW TOWER, CINCINNATI 2, OHIO

FOR SALE

Standard Gauge Railway Tank Cars.

Suitable for short-haul, interplant service or mobile storage—immediate delivery.

RAILWAY ACCESSORIES COMPANY

4100 CAREW TOWER, CINCINNATI 2, OHIO

SOO LINE

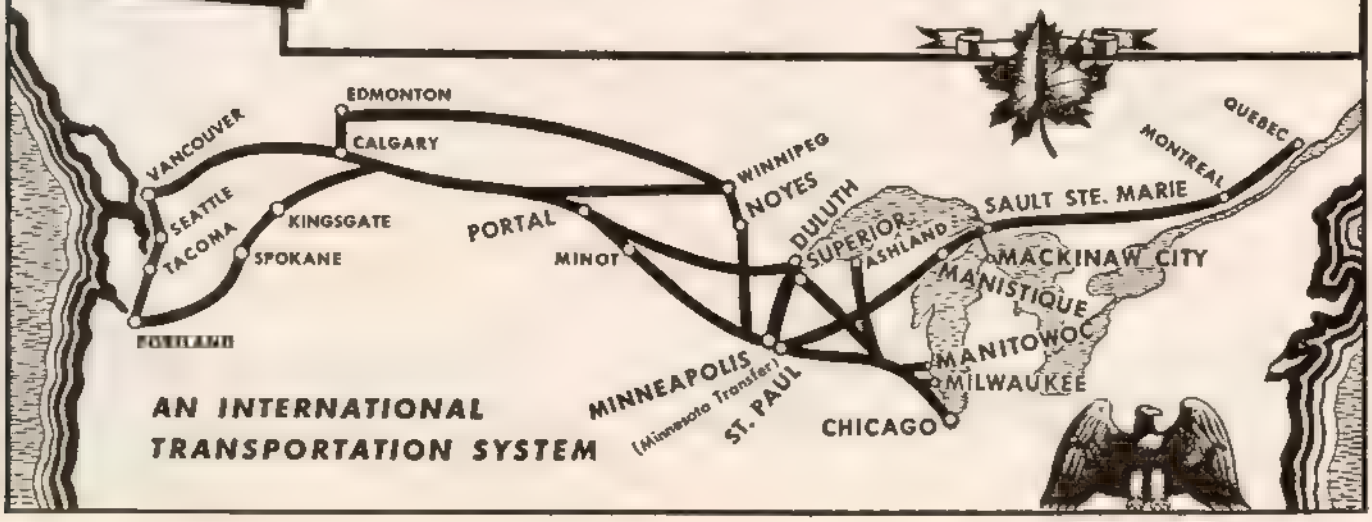
SERVING THE NORTHWEST and CANADA

NINE important gateways for intersectional traffic . .

CHICAGO — MILWAUKEE — MANITOWOC
MINNEAPOLIS (Minnesota Transfer) ST. PAUL
DULUTH — SUPERIOR — MANISTIQUE — MACKINAW CITY

THREE important gateways for international traffic . . .

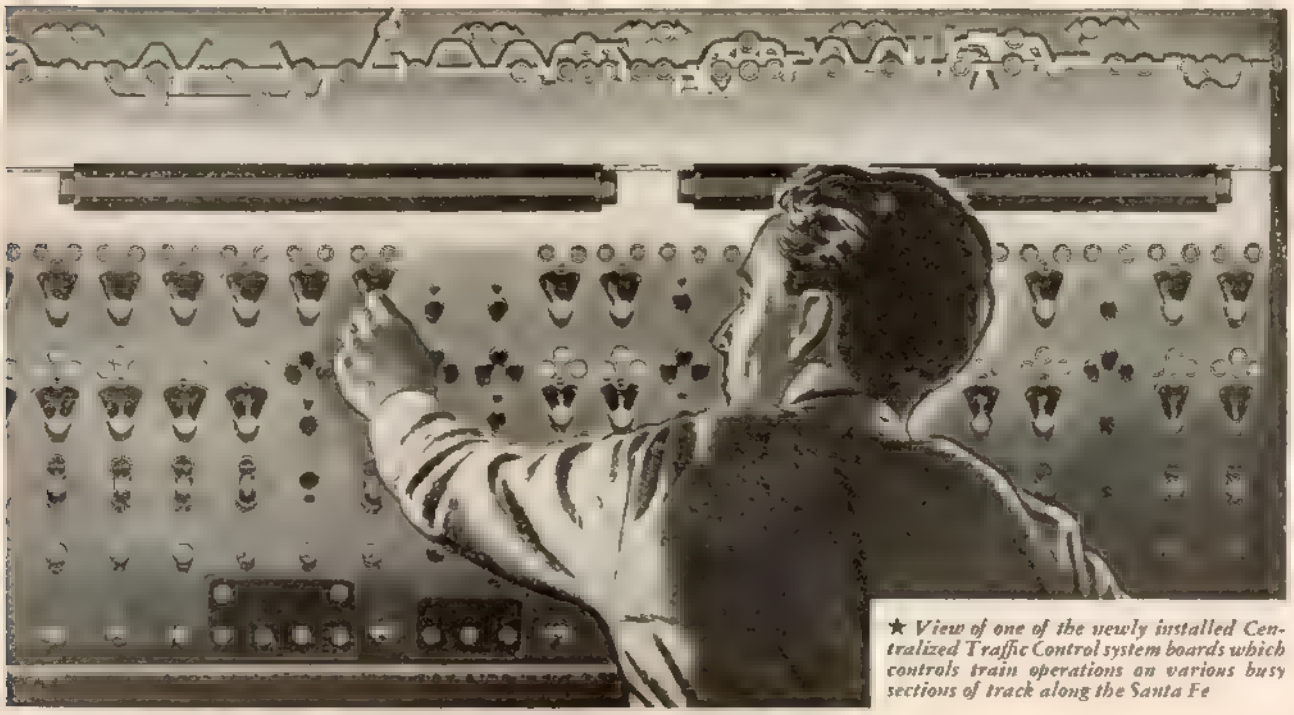
PORTAL — NOYES — SAULT STE. MARIE



AN INTERNATIONAL TRANSPORTATION SYSTEM

(Another chapter in the story, "Working for Victory on the Santa Fe")

It's done with lights



★ *View of one of the newly installed Centralized Traffic Control system boards which controls train operations on various busy sections of track along the Santa Fe*

How the Centralized Traffic Control System is speeding shipments along the Santa Fe

You've seen a miniature railroad controlled by a central board.

Here you see how traffic is controlled on an important stretch of Santa Fe track in almost the same fashion.

On Santa Fe's big Centralized Traffic Control boards, miles of track are laid out in miniature scale before the eyes of the operator. Lights show the location of each train.

By simply turning a lever, the operator can signal an engineer miles away to take his train into a siding to clear the track for a train coming from the opposite direction.

It eliminates the issuing of train orders, cuts down the detention of needed freight cars, and conserves manpower and engine power.

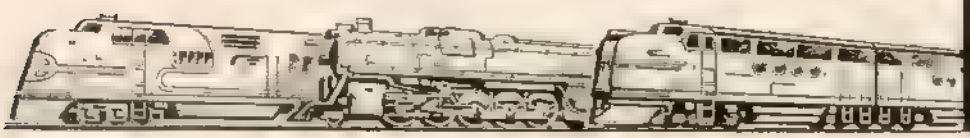
It permits a greater use of track and switching facilities, virtually adding another "mainline" to important parts of the Santa Fe System.

This efficient "C. T. C." system is just one more step Santa Fe is taking to move *more* vital war freight *faster*.

SANTA FE SYSTEM LINES

Serving the Southwest and California

ONE OF AMERICA'S RAILROADS—ALL UNITED FOR VICTORY



Santa Fe

Fixing 'em on the Fly for Victory

How Santa Fe Is Speeding Up the Servicing Time of War-Vital Freight Cars

Another chapter in the story "Working for Victory on the Santa Fe"

War can't wait. The load on a freight car might win a battle . . . and save the lives of thousands of our fighting men.

There's a battle-winning spirit in the way Santa Fe crews are keeping freight cars rolling these days. They are actually repairing loaded cars without unloading them!

When an inspector reports a flat wheel, a splintered side, or a shifted load on a Santa Fe freight, the car is cut out of the train . . . fixed "on the fly" on a repair track . . . and switched back on the same train, or the one immediately following.

Ready to Roll Again

A Santa Fe gondola has pulled up with a flat wheel. The car and its war load are lifted by pneumatic jacks. Within a few minutes a complete new truck of four wheels is in place, and the car is again ready to roll.

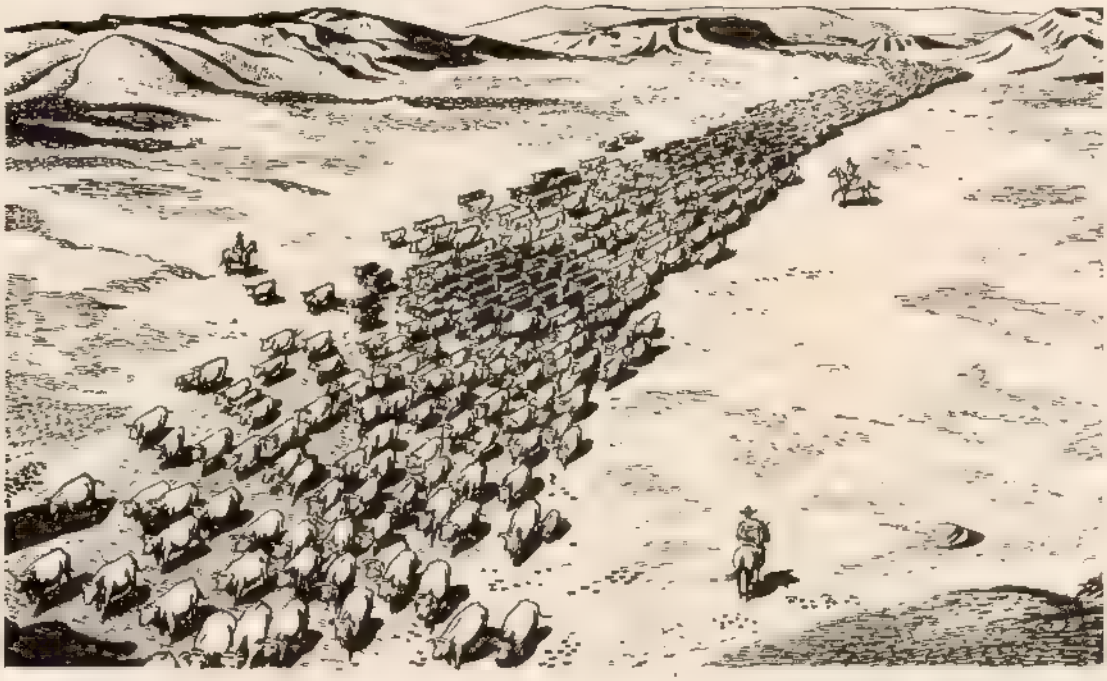
Santa Fe

SANTA FE SYSTEM LINES

Serving the Southwest and California

ONE OF AMERICA'S RAILROADS—ALL UNITED FOR VICTORY

Herds of War



"Out where the West begins" is where important food for war begins too.

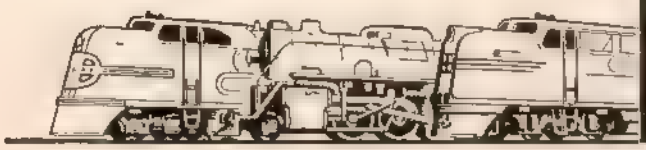
The thundering herds of our western ranges stand for a basic food men eat to fight on, men eat to work on.

When the war cry went out for meat and still more meat, America's western ranchers, stockmen and farmers responded by raising the greatest number of beef cattle, hogs and sheep in the history of this country.

Put her there, partner! You're doing a great job in that fighting Home on the Range!

SANTA FE SYSTEM LINES

"ALONG THE ROUTE TO TOKYO"



Santa Fe

Virginia*

PLANS FOR THE FUTURE

*This is one of a series of advertisements featuring the six States served by the Seaboard Railway.

Historic Virginia, mother of presidents, is justly proud of its heritage—and of its commercial progress, too. Today, Virginia's strategic location in the nation's greatest storehouse of raw materials—the South—has made this great state an important factor in our economic life.

Here in Virginia are resources and raw materials in abundance and variety. A land of expanding industry, diversified agriculture and friendly people, Virginia is planning for the post-war years when the Old Dominion will contribute in ever-increasing measure to the building of a greater and more prosperous nation.

The Seaboard Railway is proud of its part in Virginia's past development, for it has been an active partner in the expansion of this State's industry and agriculture. The Seaboard looks forward to the return of peace and to its part in the building of a greater Virginia in the brighter years ahead.

Seaboard Railway, Norfolk 10, Virginia.

SEABOARD RAILWAY

THROUGH THE HEART OF THE SOUTH

Buy more WAR BONDS!

© 1944 The Studebaker Corporation

Tom Hinkle's boys do him proud in the Army

just as they did on their Studebaker jobs

IT'S a long way from the Fiji Islands to the Studebaker factories where Wright Cyclone engines for the Boeing Flying Fortress are built.

It's still farther to the U.S. air bases in India from which vital war cargo is flown into China across the Himalayan "hump."

But there's a link that spans those distant spots where Tom Hinkle's boys are now stationed and their father in South Bend. That link is a comradeship in craftsmanship which had its beginning when all three were working close together in the Studebaker plants.

Like large numbers of other Studebaker automobile craftsmen, Tom Hinkle is now building aircraft engines while his sons serve their country in combat areas overseas.

It's largely because of the peacetime care and skill of many such father-and-son teams that there's so much solid wartime value in Studebaker motor cars and motor trucks.

STUDEBAKER

Builder of Wright Cyclone engines for the Boeing Flying Fortress—big multiple-drive military trucks—the Army's new M-29 "Weasel."

Lieutenant, corporal and craftsman —the Hinkles still "work together"
—Veteran Studebaker craftsman Tom Hinkle now builds Cyclone engines for the Flying Fortress. One son, George, is an AAF lieutenant in India, Tom's other son, Bill, is a Coast Artillery corporal in the Fijis.

BUY MORE AND *MORE* WAR BONDS

Ties that Bind Two Oceans

Many thousands of railroad ties, tons of rails and other equipment—and hundreds of trained workmen—are required to maintain a transcontinental railroad. This maintenance job goes on continuously ... keeps pace with the constant parade of freight trains loaded with war materials.

Union Pacific is the Strategic Middle Route because of its strategic transportation importance to the nation in peace and war. It is a "line of supply" uniting the East with the Pacific Coast. It binds the two oceans—provides a steel highway over which vital supplies are shipped east and west to seaports and to home-front markets.

There are other ties, too, that unite the nation; the ties of courage, faith, determination and initiative. To keep those ties intact ... to win the war and keep alive the spirit of personal independence and enterprise is the job of every American.

★ *Smooth the road to Victory with more war bonds—and save them.*

THE PROGRESSIVE

UNION PACIFIC RAILROAD

Through snow, sleet, rain or fog

● Swirling snow, dense fog, dim the vision. Enginemen and trainmen are constantly alert. Trackmen, switchmen, signalmen—and others—are vigilantly performing their duties.

Regardless of weather conditions, the trains are going through. Carloads of war materials, thousands of troops, are being transported without undue delay. Every minute counts.

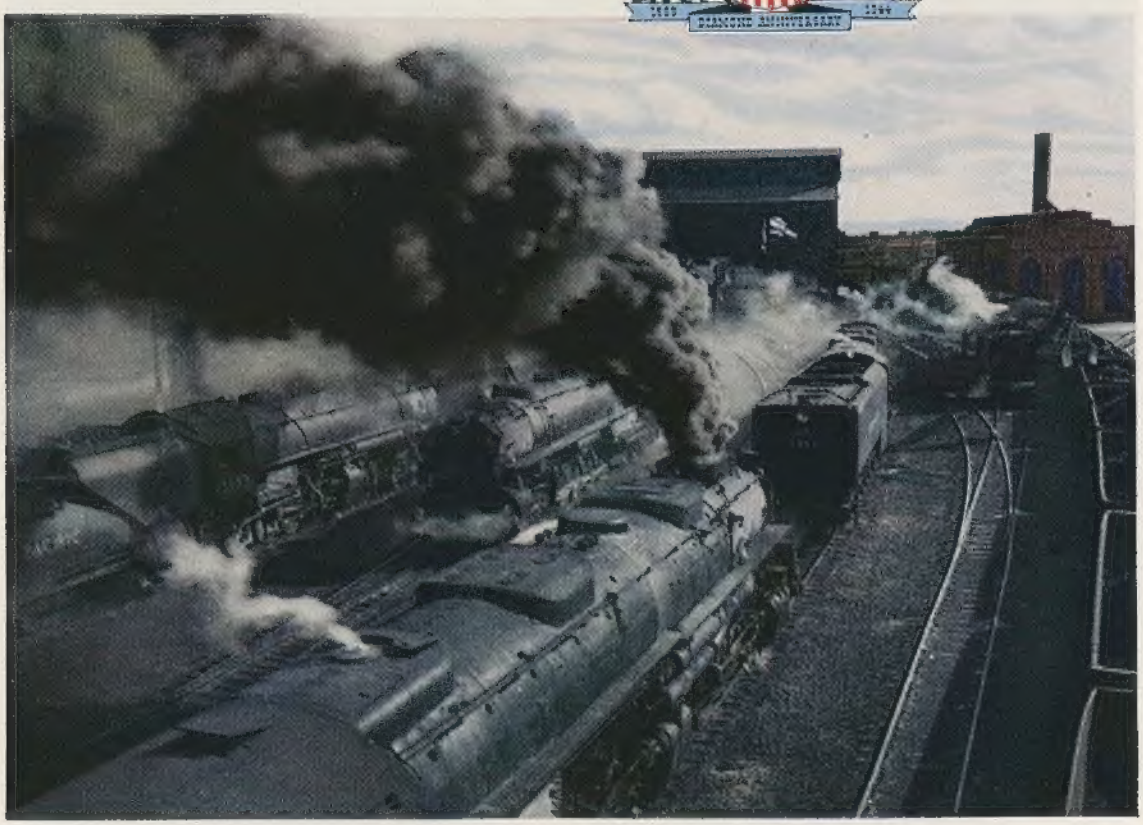
War has re-awakened America to the vital part railroads play in the nation's life at all times. In addition to transporting normal, essential freight, the railroads—by their performance in handling the enormous wartime traffic—have won the unstinted praise of high-ranking government and military officials.

This achievement has been due to the tireless effort of employes, keen edged efficiency, the whole-hearted cooperation of shippers, and the remarkable progress in rail transportation engineering during pre-war days.

Thousands of Union Pacific employes are working, sacrificing and fighting to keep alive the American tradition of equal opportunity for all... to maintain the doctrine of liberty which guarantees every individual the right to advancement, limited only by ability and enterprise.

THE PROGRESSIVE

UNION PACIFIC
RAILROAD



The Man with the "Thousand Track" mind

Along the Union Pacific are many types of locomotives—tons of pulsating power—designed for particular tasks. It's the job of the train dispatcher to know, at all times, what locomotives are available and to assign their "runs."

Heavy wartime traffic—the movement of troops and war materials—has greatly added to the dispatcher's responsibilities. More than ever before, he must be exacting, alert and resourceful—a man with a "thousand track" mind.

Dispatchers, like hundreds of other Union Pacific employes in key positions, are especially trained to handle the heavy traffic which flows over "the strategic middle route." They have the experience and ability. They know that hard work and initiative are recognized and rewarded.

Today, 60,000 Union Pacific workers are carrying on the tremendously important wartime transportation job. An additional 12,000 employes are in the armed forces. Their common objective is victory—to maintain the spirit of freedom, individual enterprise and equal opportunity for all.

★ *Help the war effort by not dealing with black markets nor paying over-ceiling prices.*

THE PROGRESSIVE

UNION PACIFIC
RAILROAD